

## PRESS RELEASE

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### **JOHN MCCONNELL, EARTH DAY FOUNDER, HONORED THROUGH EASE07 UN-CONFERENCE**

Tribute Recognizes McConnell's Vision as Path To Earth's Future

John McConnell, a voice for world peace and stewardship of the Earth, will be honored in San Francisco at energyEASE07, November 16-18, 2007. ([www.easeinitiative.com](http://www.easeinitiative.com)). This inaugural event of EASE Initiative (Environmental Accountability for a Sustainable Earth) dedicates itself to furthering Mr. McConnell's life work by inviting and enabling participants to shape individual, regional and industry-wide actions that nourish the Earth and humanity.

Mr. McConnell's most famous accomplishment, Earth Day, was announced in San Francisco almost forty years ago by then-mayor Joseph Alioto, establishing March 21<sup>st</sup> (the vernal equinox) as a day for global recognition of our role as Earth Stewards. This proclamation asked each person to move thoughtfully and protect Earth's life, to take simple steps such as recycling and carpooling and to act consciously and lovingly as we make routine decisions in our daily lives.

In his 1995 Earth Magna Charta, Mr. McConnell urges us to "consider what we have, as a human family, on this miracle planet we call Earth, to understand the possibilities and how we can each participate in realizing them, to think about basics. Actions good or bad begin in the mind."

EnergyEASE07 brings focus to the power of the individual to create global benefit. Addressing alternative, sustainable energy in its first year, energyEASE07 showcases the ideas, inventions, projects and products that mark new, often simple, solutions to generate, use and govern New Energy opportunities. Using an un-conference format that encourages discussions, idea sharing and the building of new relationships among attendees, energyEASE07 invites everyone to participate. Relationships begin in person at Ft. Mason in November and continue on-line through EASE Gaiaspace™, a community and project-focused collaboration environment that enables communities to form and grow around new energy market opportunities.

EnergyEASE07's tribute to Mr. McConnell and his work will include Angela Alioto, whose father Mayor Joe Alioto was the first signer of the Earth Day Proclamation, Robert Weir, author of *Peace, Justice, Care of Earth: The Vision of John McConnell, Founder of Earth Day*, and others.

EASE Initiative is a collaboration that invites people, companies and projects to work together in shaping market exchange and oversight processes of the new sustainability market. EASE Initiative focuses on energy (2007), food (2008), water (2009) and air (2010). Contact: Susan Mills [susan@easeinitiative.com](mailto:susan@easeinitiative.com) 510-851-1536

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