



PREMIER

IN THE COMMUNITY

APRIL 2015



EARTH DAY 1970 - 2015

Earth Day is an annual event, celebrated on April 22, on which day events worldwide are held to demonstrate support for environmental protection. It was first celebrated in 1970, and is now coordinated globally by the Earth Day Network, and celebrated in more than 192 countries each year. Originally, Earth Day was meant as a teach-in on campuses and April 22nd was late enough in the spring for decent weather, didn't coincide with Easter or Passover, and prior to exam period. Earth Day activities in 1990 gave a huge boost to recycling efforts worldwide and helped pave the way for the 1992 United Nations Earth Summit in Rio de Janeiro. Unlike the first Earth Day in 1970, this 20th Anniversary was waged with stronger marketing tools, greater access to television and radio, and multimillion-dollar budgets. Earth Day 2000 was the first year that Earth Day used the Internet as its principal organizing tool, and it proved invaluable nationally and internationally. The event ultimately enlisted more than 5,000 environmental groups outside the United States, reaching hundreds of millions of people in a record 183 countries, with Leonardo DiCaprio as host. 2015 marks 45 years of Earth Day.



THE GREAT AMERICAN CLEANUP

April 18th is officially the Great American Cleanup and is meant to coincide with Earth Day, however, all of April is full of events for cleaning up our local communities. Opportunities in Palm Beach can be found at: <http://www.keeppbbeautiful.org/monthly.htm> and Broward: <http://www.broward.org/WasteAndRecycling/Pages/Default.aspx>. There are many opportunities to clean beaches and waterways throughout the entire month of April. Keep America Beautiful has a website with opportunities throughout the county. http://www.kab.org/site/PageServer?pagename=Find_a_GACPartOrg.



APRIL IS SEXUAL ASSAULT AWARENESS MONTH

Sexual Assault Awareness Month (SAAM) is an annual campaign to raise public awareness about sexual assault and educate communities and individuals on how to prevent sexual violence. It is observed in April. Each year state, territory, tribal and community-based organizations, rape crisis centers, government agencies, businesses, campuses and individuals plan events and activities to highlight sexual violence as a public health, human rights and social justice issue and reinforce the need for prevention efforts.

As early as 1976, Take Back the Night marches rallied women in organized protest of rape and sexual assault. Over time these events coordinated into a movement across the United States and Europe. In the late 1980s, the National Coalition against Sexual Assault (NCASA) informally polled state sexual assault coalitions to determine the preferred date for a national Sexual Assault Awareness Week. A week in April was selected. By the late 1990s, many advocates began coordinating activities and events throughout the month of April, advancing the idea of a nationally recognized month for sexual violence awareness and prevention activities. SAAM was first observed nationally in April 2001. In 2009, President Obama proclaimed April as Sexual Assault Awareness Month.

ABOUT PREMIER EYE CARE

Premier's People, Planet, Profit triple bottom line means we are dedicated to helping the community. Contributions to 501(3)(c) charities since 2012 have topped \$400,000 and include diverse groups like the American Heart Assoc., the Drug Abuse Treatment Assoc., the Girl Scouts, Kenya Rescue, Tampa Crisis Center, Prevent Blindness, and more. Stay tuned for company-wide opportunities.



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