

Mall event celebrates 40 years of Earth Day

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middletown

The township has held several Earth Day celebrations at Core Creek Park, but switching to the Oxford Valley Mall should give the event much more exposure, an official said.

Environment will be the buzzword Saturday, when Middletown and the Oxford Valley Mall team up to hold an Earth Day celebration from 11 a.m. to 3 p.m. at the mall.

Events and displays will be inside, on the first floor of the mall near Sears, and outside around the water fountain courtyard.

There will be displays of hybrid vehicles, information about geothermal and other renewable energy sources, a hybrid bus tour, tree giveaways, plant exchanges, healthy cooking demonstrations and much more.

Thursday is the 40th anniversary of Earth Day, which was started by U.S. Sen. Gaylord Nelson of Wisconsin as a way to put the political spotlight on the environment.

The first Earth Day was April 22, 1970.

Middletown has held several Earth Day celebrations at Core Creek Park, but switching to the mall should give the event much more exposure, said township Parks and Recreation program coordinator Paul Kopera.

"Our staff people were having internal discussions about a special way to celebrate the 40th anniversary, and apparently people at the mall were doing the same, so we got together and came up with this one big event," he said.

"Last year, we had about 1,000 people attend our event at Core Creek," Kopera continued. "Now, by taking advantage of the natural traffic at the mall, you're talking about another 3,000 or 4,000 people coming in contact with the event, and that sounded like a win-win."

Kopera said he does have some slight misgivings about the event being held indoors.

"But the advantages of several thousand more people being exposed to energy-saving ideas and other environmentally conscious concepts outweigh not having the event in a more natural setting," he said. "Groups like our township beautification committee and the Langhorne Neighbors Association were very excited about reaching a much larger audience than they normally would."

More information: 215-750-3890 or middletowntwpbucks.org.

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