

EARTH DAY 2012



Mobilize the Earth

The Earth Day takes place every April 22nd. It is an event with the purpose of raising awareness to conserve our planet and its resources. In 1972 took place the first environmental conference where the necessity of creating the Earth Day raised as a matter of discussion. The Earth Day has become a spontaneous celebration, not led by any organization, since it is spread out from the initiative of ecological associations among others interested in protecting natural resources. The Earth Day intends to raise voices from all over the globe in the name of a healthy planet.

INKATERRA MACHU PICCHU PUEBLO HOTEL Celebration Activities

1. **Broadcast Radio “The Earth Day Celebration”**, led by Inkaterra, SERNANP, Ministry of Culture, SonLatina Radio, and the children of the Inkaterra Workshop.



2. **Cleaning of the “Quebrada Alccamayo” creek**, “The Earth Day Celebration”, led by ITA - Inkaterra Asociación and SERNANP with the participation of children of the Inkaterra Workshop, travelers staying at Inkaterra Machu Picchu Pueblo Hotel, and general audience. Finally, ITA representatives held an open air conference on environmental topics.



3. **Simultaneous worldwide projection of the movie “One Day in the Earth”**, organized by SERNANP and the Ministry of Culture. Among the attendees were representatives from different private and public institutions.



INKATERRA RESERVA AMAZÓNICA / HACIENDA CONCEPCIÓN Celebration Activities

Inkaterra Reserva Amazónica organized a cleaning campaign of the Madre de Dios River banks. The staff organized in groups picked up waste residuals from the creeks and accessible paths to the river. At Hacienda Concepción the participants reforested and cleaned the river banks.

