



SUN DAY

1028 Connecticut Avenue, N.W.
Washington, D.C. 20036

On May 3, 1978

the Solar Age will begin!

Mark it on your calendar. Talk about it.

Think about it. Make plans.

Get ready for SUN DAY ...

the international demonstration of humankind's

passage from the Petroleum Age to a new era of

unlimited, decentralized, economical, pollution-

free, ecologically sound energy use ...

the era of solar energy!

But we need your help now

to make SUN DAY really happen.

Dear Friend:

If the oil companies could figure out some way to exploit sunlight for their own profit, there would not be any need for SUN DAY. Because by now, they'd be spending hundreds of millions of dollars on advertising to convince everyone that solar energy is our best bet for the future.

Instead, we're told that solar energy is impractical, that its time hasn't come, that it will never be equal to the energy needs of our civilization. By funny coincidence, it turns out that the people whose interests are most closely tied to fossil and nuclear fuels are the most skeptical about solar energy. You can't blame them, really. I guess if I had 50 million barrels of something that's bound to get more valuable because the supply is dwindling, I wouldn't exactly welcome alternatives.

But can we let those who control our energy resources continue to act in their own interests --

Board of Directors:

Denis Hayes, Chairman
Senior Researcher,
Worldwatch Institute

Roger Blobaum
Director,
Small Farm Energy Project

Heather Booth
Director,
Midwest Academy

Thomas Bradley
Mayor of Los Angeles

David Brower
President,
Friends of the Earth

Dr. Robert S. Browne
President,
Black Economic Research Center

Wilson Clark
Energy Advisor to the
Governor of California

Douglas Fraser
President,
United Auto Workers

Edward Ginzton
Chairman,
Varian Associates

Peter Harnik
Co-Coordinator,
Solar Action

John A. Harris, IV
Treasurer,
U.S. Association for the
Club of Rome

Hazel Henderson
Co-Director,
Princeton Center for
Alternative Futures

Representative James Jeffords
R-Vermont

Lee Johnson
Editor, Rain Journal of
Appropriate Technology

Byron Kennard
Co-Director,
Environmentalists for
Full Employment

Dr. William Klein
President,
International Solar Energy Society

Michael McCloskey
Executive Director,
Sierra Club

Alan McGowan
President,
Scientists Institute for
Public Information

Richard Munson
Co-Coordinator,
Solar Action

Kathleen O'Reilly
Director,
Consumer Federation of America

Representative Richard Ottinger
D-New York

Lola Redford
Director,
Consumer Action Now

Dr. Jeremy Stone
Director,
Federation of American Scientists

Rev. Dr. Lucius Walker, Jr.
Associate General Secretary,
National Council of Churches

William Winpisinger
President,
International Machinists Union

John Yellot
Professor of Architecture,
Arizona State University

at the expense of everyone else and maybe the future well-being of humanity?

The answer, I think you'll agree, is "no." We've got to generate a counter force to offset the impact of the giant energy corporations and make people aware of the critical importance of solar energy to the future of the world, and to their own futures.

That's what SUN DAY is all about.

Although no single solar technology can meet humanity's total energy needs, a combination of them can. And the transition to the Solar Age could begin right now -- it is technically feasible, economically attractive and environmentally sound.

Here are the realities.

Let's assume that the world's population will level off after one more doubling and stabilize at eight billion by the year 2025 (that may be far too optimistic). Let's assume, too, that the per capita energy use by the eight billion population will then amount to one-third of what we Americans use right now (that may be far too conservative).

Do you realize what this means? Do you know what we'll face if we still depend upon fossil and nuclear energy sources?

If the energy were all provided by coal, the resulting carbon dioxide added to the atmosphere would raise the earth's temperature by retarding the radiation of heat into space. If that happens, head for the hills -- because after the polar caps melt, only the hills will be above water.

If we were to rely instead upon nuclear fission, we'd have to build 15,000 reactors. These, in turn, would require the annual recycling of 20 million kilograms of plutonium -- enough to fabricate four million Hiroshima-size bombs.

What about petroleum? It won't be a factor by 2025. How about nuclear fusion? A big "maybe." Scientists haven't made it work yet, and scores of them have been trying hard for a long time.

That leaves solar options. Direct sunlight is the one everyone thinks of. But wind power is actually solar energy in disguise, and so is falling water. Likewise biomass -- the green plants that photosynthesize and store chemically a portion of the solar energy that strikes the earth.

Not enough people know and understand this. And the policymakers continue to believe that solar technology is exotic and not likely to be available for many years. In fact, right now 95% of the federal energy research budget is being spent upon non-renewable energy sources (coal, oil, synthetic fuels, shale, breeder reactors). All are technologies that don't have a future.

So we're wasting valuable time. Every passing year postpones the solution and prolongs the energy establishment's lock on your pocketbook.

An essential first step must be a major, worldwide educational program to explain solar energy -- and prove to people that it makes sense to begin preparing for what must occur if we're to survive.

SUN DAY will mark the launching of this program. Here's what it is all about.

Remember Earth Day in April 1970? When countless thousands of citizens throughout the country celebrated the beginning of a new national commitment to environmental quality? Remember the "teach-ins," the demonstrations, the litter pickups, the hikes and bicycle trips?

Remember, too, how effectively Earth Day raised America's environmental consciousness -- and how that observance touched off the movement that has done so much already to improve our quality of life?

Well, SUN DAY is organized by the same concerned citizens who brought you Earth Day. Up to now, there hasn't been any coordinated expression of citizen interest in solar energy, but I think America is ready for it. And on May 3, 1978, it will happen. SUN DAY will ...

- ... work with international, national and local press and media to promote increased coverage of solar issues and help shatter the myth that solar energy is exotic;
- ... discuss the benefits of solar energy with organizations such as labor unions, minority groups, farmers, civic clubs, PTA's, consumer and environmental groups;
- ... encourage citizen groups, especially low-income areas, to develop self-help programs which reduce energy waste and take advantage of the sun;

- ... educate the public about solar energy through talk shows, magazine articles and public service announcements;
- ... publish a newsletter to inform interested citizens about solar -- and SUN DAY -- activities and developments;
- ... serve as a clearinghouse for information on solar energy;
- ... encourage students and teachers to explore the possibilities for solar energy.

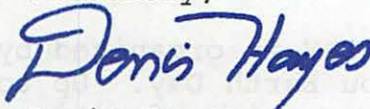
This is going to take some money. Not a whole lot -- probably the equivalent of what Exxon loses in an average day in drippings from its gasoline pumps.

I'm writing in hope that SUN DAY makes sense to you -- and that you will contribute and become a SUN DAY Sponsor. If you have \$15 you can spare today, please sacrifice a little and send \$25. If you can afford \$50, try to give \$100.

In return, we'll send you the SUN DAY newsletter and keep you posted on SUN DAY activities shaping up in your area. Also, in return, you'll help secure a greater future for you, your family and everyone else on earth. That's not a contribution, it's an investment.

I hope you see it this way, too, and that we can count on your help. Thanks, in advance.

Sincerely,

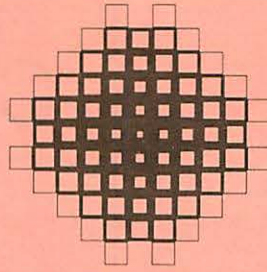


Denis Hayes
Chairman

DH/sdk

P.S. Your contribution to SUN DAY is tax deductible. Take a moment, please, to answer the brief questionnaire on the reply card. Also, may I suggest that you tear off and display the SUN DAY Sponsor emblem on the reply card.

Sun



Day

STATEWIDE PLANNING ACTIVITIES PEAKING AS SUN DAY APPROACHES

As Spanky and Our Gang once said, "Sun Day will never be the same." This has never been truer since May 3, 1978, came into the limelight.

Sun Day activities are increasing in every nook and cranny where the sun shines, and in some places where it doesn't! Solar fairs, tours, panel discussions, teach-ins, and outdoor celebrations will be happening all around Colorado -- the biggest problem may be deciding just which activities to attend!

We at the Sun Day Office, 1325 Delaware, Denver, have had our hands full organizing the Solar Fair at the Auraria Campus (May 6-8) as well as local tours and a lecture series. Never for a moment, however, have we ignored the good people volunteering their time (and money) to make Sun Day a success throughout the State.

One change we've encountered here at Sun Day was the resignation of Sun Day Coordinator Ted Gleichman, who left his formal staff position for personal reasons. We owe a great deal to Ted for his work thus far, and are most pleased he is continuing to work for Sun Day as a volunteer.

Meanwhile, Sue Anderson, who comes to us from Colorado Open Space Council, and Chip Pressendorfer, of Alternative Technology, are helping us out on a part-time basis.

As May 3 approaches, the excitement around here is mounting. Need we even mention the importance of volunteers and donations in making Sun Day a real success???????

DOE PLANS SUN DIAL PROGRAM

As part of its Sun Day efforts, the Department of Energy will offer toll-free phone lines to Western residents desiring solar energy information.

The Sun Dial Program will make it possible for residents of Colorado, Utah, North and South Dakota, Montana, and Wyoming to call one of six lines and receive both general and technical solar information.

Volunteers are needed to help handle phone lines at the Auraria Campus during the program, May 3 through 7, on shifts of three hours or less. Technical "experts" are desired, as well as those with general knowledge of the subject.

If interested in volunteering, contact Glen Blankenship at DOE, 234-3378.

If you've missed them up till now, the new Colorado Sun Day poster is a real beauty, and will probably wind up being a collectors' item someday. We have them available for distribution singly or in quantities for groups. We have not set a specific charge for the posters, but of course welcome any donations.

Our publicity campaign is in good shape. Press releases, public service announcements, interviews and feature stories on Sun Day will all be out in April. Although we at Sun Day are handling general publicity, local workers should be sure not to overlook this important aspect of Sun Day planning.

Mary Ann Van Buskirk / Sun Day Coordinator

REGIONAL SUN DAY CONTACTS

ALAMOSA

Akira Kawanabe
PO Box 1014, Alamosa 81101
589-4336

David Lind
PO Box 1284, Alamosa 81101
589-3836

ASPEN

Heidi Hoffmann
PO Box 9950, Aspen 81611
925-8885

BOULDER

Dennis Holloway (U. of Colorado)
492-7497

Jim Heckel (Community)
449-6561

Robert Bushnell (Boulder Solar Energy
494-7421 Society)

COLORADO SPRINGS

Jim Browne
727 N. Cedar, Colorado Spgs 80903
475-3367

Theo Bauder
598-1740

DENVER - SUN DAY HEADQUARTERS

Mary Ann Van Buskirk
1325 Delaware, Denver 80204
572-0704

DURANGO

Durango Energy Center
259-1659

GRAND JUNCTION

Karen Hastings
City Hall, 250 N. 5th, Grand Jct. 81501
243-2633 X204

Frank Bird
242-2851

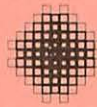
PAONIA/HOTCHKISS

Steve Wolcott
Stucker Mesa, Paonia 81428
527-4586

Colorado Sun Day

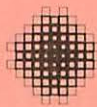
(With apologies to cartographers)

* Some activities still tentative.
Contact local volunteers for details.



GRAND JUNCTION

- * Speakers, slides, films, City Hall, 5/6.
 - * Solar Fair, exhibits, solar music on local radio, City Hall Lawn, 5/6.
 - * Bus tours of solar facilities, 5/6, buy tickets in advance.
-



DURANGO

- * San Juan Solar Energy Assn. Meeting with Quintin Wilson of Sun Dwellings program, Fairgrounds Exhibit Hall, 5/3.
 - * Do-it-yourself tour of solar homes, 5/6-7.
-

Activities at a glance*



GREELEY

- * 30+ solar and energy-related exhibits, Greeley Mall, 4/28-29.
- * Potluck Picnic, place TBA 4/29.
- * Morning Hot Air Balloon race & rides, Greeley Mall, 4/30.
- * Bicycle Rodeo for kids, 4/29, details TBA.
- * Hands-on Workshop, 5/5-6, call 352-9478 for reservations.



BOULDER

- * Boulder Solar Energy Society Panel Discussion, NBS Auditorium, 5/3, noon, 7 pm.
- * BSES reps appear on local radio shows.
- * Solar Celebration with exhibits, demos, music, Downtown Mall, 5/3.
- * Architectural display of solar buildings, Boulder Public Library, 4/15-5/15.
- * Sun Run, Golden Beaver Brook Trail to S. Table Mtn, 5/3, TBA.



DENVER

- * Bus tours of solar buildings, 5/1-7, some reservations needed.
- * Winners of the Governor's state-wide solar design competition announced, 5/3.
- * Solar Fair, Auraria Student Center, with displays, panels, movies, 5/6-8.



COLORADO SPRINGS

- * Requiem Mass for Fossil Fuels, Acacia Park, 11 am, 5/3.
- * Jim Browne of PPSEA and SERI rep are guests on KRDO Radio, noon, 5/3.
- * Display at Solar Info Center, Solar Trails Park, 5/3.
- * Prof. Michael Scott and Congressional candidate Jack Swigert on KKTV "Midday", 11 am, 5/4.
- * Swigert winds up Sun Day events, 3 pm, Colorado College, with energy talk.



ASPEN

- * Fifth Annual Aspen Energy Forum, "Humanistic Choices," 5/26-28.
- * Solar "pep rally", Aspen Library, 5/3.
- * Tour of local solar buildings, 5/7.



PAONIA/HOTCHKISS

- * Solar hot water heater workshop, exhibits, afternoon 5/7.
- * Movies, slides, speaker, evening of 5/7.



ALAMOSA/SAN LUIS VALLEY

- * Exhibits, Solar Fair, Alamosa, 5/3. 5/6.
- * Local radio KASF plays solar songs, 5/3.
- * Draft resolutions sent to municipalities to proclaim Sun Week, 5/1-7.
- * Sun Week activities include solar tours, workshops, local school participation.



CSEA PLEDGES SUN DAY SUPPORT

Strong support for Sun Day plans is being generated within the Colorado Solar Energy Association (CSEA), as many of the group's members are mounting activities in their own regions.

Originally formed in 1976 to meet the ever-growing need for organized educational and information dissemination efforts on both professional and consumer levels, CSEA survived growing pains and is on its way to becoming an important statewide network for companies and individuals involved and/or interested in solar energy use.

Recently, internal growth was evidenced in the formation of the CSEA Commercial Division in response to the needs of small solar businesses throughout the State. That splinter group is now considering affiliation with the Solar Energy Industries Association (SEIA) in order to increase involvement in nationwide lobbying activities.

CSEA members, accepted with no professional restrictions, include architects, builders, engineers, solar hardware manufacturers and installers, educators, scientists, homeowners, government employees, students,

SALMON URGES SUN DAY PARTICIPATION AMONG ASSOCIATION MEMBERS

According to Colorado Solar Energy Association President Lee Salmon, no formal CSEA meeting will be held in May so that members may participate in Sun Day activities around the State.

Salmon urges members not already involved in Sun Day plans to contact the Denver Sun Day Office (572-0704), or volunteers in local areas.

and interested people from all walks of life.

Dues of \$10/year for individuals and \$35 for corporations entitle members to the periodical CSEA Newsletter and free attendance at CSEA meetings, held periodically to offer lectures, tours of solar buildings, and "shop talk" socializing time for members' interchange.

CSEA activities have included a conference and four-day hands-on workshop on home energy-saving techniques. Details on organization of the "Saving Home Energy" workshop are forthcoming in a handbook for groups wishing to mount similar profit-making events.

SOLAR ENERGY ASSOCIATION
OF NORTHEASTERN COLORADO
2025 FIFTH AVENUE
GREELEY, COLORADO
80631

NON-PROFIT ORG.
US POSTAGE PAID
PERMIT NO. 66
GREELEY, CO
80631