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# “Give Earth a Chance”: The Environmental Movement and the Sixties

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In 1969 the Environmental Action for Survival Committee at the University of Michigan began to sell buttons with a slogan that played off a rallying cry common in the protests against the Vietnam War. Instead of “Give Peace a

Chance,” the buttons urged Americans to “Give Earth a Chance.” *Newsweek* soon asked if the buttons might be symbols of a new age of conservation. By spring 1970, when the nation celebrated the first Earth Day, the slogan was ubiquitous. In an Earth Day march in the nation's capital, for example, thousands of people joined the folk singers Pete Seeger and Phil Ochs in a great refrain: “All we are saying,” they sang, “is give earth a chance.”<sup>1</sup>

...

The popularity of the “Give Earth a Chance” slogan was not happenstance. The rise of the environmental movement owed much to the events of...

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