

## John Muir Day Celebrations 18-26 April 2020

John Muir would've have celebrated his 182<sup>nd</sup> birthday this year! It's on 21st April to be exact, with a week-long window (18<sup>th</sup> to the 26<sup>th</sup> April) of opportunities to mark the occasion.



We've updated the branding from last year and invite you to use and share this, as well as build on the successful use of **#JohnMuirDay** on social media.

### What is it?

John Muir Day Celebrations offer an annual opportunity to mark John Muir's birthday, 21<sup>st</sup> April 1838. Resources and activities are set up and promoted that help connect people with Muir's legacy and relevance today.

It's an opportunity to share and celebrate the diverse ways in which people engage with Muir's ethos, stories and adventures in their studies, work and leisure time.

### When?

18<sup>th</sup> 26<sup>th</sup> April inclusive, to allow for activity on adjacent weekends around Muir's birth date of 21<sup>st</sup> April.

### Branding and social media

John Muir Day 2020 logos can be downloaded from [www.discoverjohnmuir.com/muir-events](http://www.discoverjohnmuir.com/muir-events) for use in your communications. Use **#JohnMuirDay** across social media to see and share the connections you and others are making with Muir.

### Where can I find out more?

See [www.discoverjohnmuir.com](http://www.discoverjohnmuir.com) for more information about Muir including stories, writing extracts, videos, event listings and examples of the ways people continue to connect with Muir's legacy.

### Who was John Muir?

John Muir was a Scottish-born naturalist, author, environmental philosopher and early advocate for the preservation of wild places.

He's considered to be the 'founding father of the National Parks movement' – his activism helped to preserve the Yosemite Valley, Sequoia National Park and other wilderness areas, and he founded the Sierra Club.

His letters, essays, and books telling of his adventures in nature have been read by millions.