cessful at inspiring youth to clean up litter and protect the environment because their methods are different than ones that have the potential to be successful today. If the leaders of these organizations hire younger workers, they may have a chance at being effective in promoting environmental causes once again.

While having younger people work for Keep America Beautiful and Earth Day may be beneficial, these organizations may be facing a significant generational gap in activist enthusiasm. The youth of today who are into politics often want to be hired by environmental groups such as these because it looks great on a resumé, not because they care about the cause. Dave Foreman, an environmental activist, complains that people work for these organizations "not because of an overwhelming love of wild nature but because they enjoy the glamour, excitement, prestige" of these jobs (Foreman 203). They know that belonging to groups such as Keep America Beautiful and Earth Day can help them get to higher places in business and politics, which means they will make more money. People today care more about making money than they do environmental causes.The passion for change and saving the environment and the anger felt from pollution and destruction of nature has left the hearts of many Americans. Even if the organizations are able to create more appealing ads, these still may not be enough to gain followers for environmental causes like they had in the 1970s. Unless current culture puts aside its constant need for entertainment and realizes how important it is to save the environment soon, Keep America Beautiful and Earth Day may lose what is left of their influence forever.

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