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John Cronin, Pete Seeger kick off Beacon Institute's 2010 season with events honoring 40th anniversary of Earth Day

Internationally renowned environmentalist Cronin to speak about the future of the world's water on Thursday, 4/15 at 7 pm

Legendary Pete Seeger to debut new sing-along memoir "Where Have All the Flowers Gone" on Sunday, 4/18 at 4 pm

Beacon, NY –Beacon Institute today announced that it will celebrate the 40th anniversary of Earth Day and kick off its 2010 season with events headlined by internationally renowned environmentalist John Cronin and legendary musician and activist Pete Seeger.

John Cronin, internationally renowned **Hudson River environmentalist** and *Time* magazine "Hero for the Planet," opens Beacon Institute's new Third Thursday Series on **Thursday, April 15 at 7 p.m. at the Center for Environmental Innovation and Education (CEIE)** at Denning's Point in Beacon, NY.

Cronin's compelling call to action about the emerging water crisis is titled *Brains vs. Brawn: The Future of the World's Water*. Cronin will explore the causes and downstream effects of the water crisis – from the era of industrialization that caused blatant pollution of waterways, to the spectacularly failed Clean Water Act, to finally, a new paradigm for cooperation and imagination in environmental science that marries the genius of technological innovation with the passion of environmental advocacy.

Cronin leads Beacon Institute as Director and CEO and is Senior Fellow for Environmental Affairs at Pace University. He lectures nationally on our environmental future. "If the 20th century was the era of environmental brawn, the 21st century has to be the era of environmental brains," he tells his audiences. "One billion people are without safe water. We have the know-how and compassion to correct that tragedy, and harmonize forever the human and natural worlds. This is the greatest challenge of the 21st century."

On **Sunday, April 18 at 4 p.m. at the CEIE**, Beacon Institute proudly presents **legendary musician and activist Pete Seeger** for a very special Sunday Author Series featuring Seeger's newly revised and expanded sing-along memoir and musical autobiography "[Where Have all the Flowers Gone.](#)"

According to publisher Sing Out!, "From the 1940s, when Seeger began playing with Woody Guthrie and Lead Belly, through his fifty-plus years of activism, he has held the belief that everyone should be able to participate in making music. This book is a celebration of that spirit, and a thoughtful examination of a life well lived."

The songbook includes more than 200 songs, and is infused with Seeger's erudite commentary on topics ranging from songwriting to politics, supported by stories, anecdotes, photos and drawings, as well as directions for musicians and audience participation. A data-CD with 267 MP3 song samples accompanies this fully-indexed edition.

"We worked on this book for 25 years. I'm genuinely proud of this new edition, in which we got some old mistakes corrected and added 14 new songs," Seeger explains. "The songs [in the book] are very different from one another and some of these songs, like the one about Dr. Martin Luther King, Jr., turned my thinking around 180 degrees."

Due to anticipated audience size, guest are strongly encouraged to pre-register for one or both events at www.bire.org/events. Select the event from the calendar and click on the link inside to register.

[Download Beacon Institute's full 2010 events calendar here.](#)

About John Cronin

Director and CEO, Beacon Institute for Rivers and Estuaries

Senior Environmental Fellow, Pace University's Academy for Applied Environmental Studies

For 35 years, John Cronin has been an advocate on national and global water issues. For his accomplishments, *Time* magazine named him a "Hero for the Planet" and *People* magazine described him as "equal parts detective, scientist and public advocate."

Cronin has worked as an activist, legislative and congressional aide, commercial fisherman, professor, author and filmmaker. He served as Hudson Riverkeeper from 1983–2000, a position that has inspired a legacy of more than 200 Waterkeeper programs that fight pollution on six continents. The *Wall Street Journal* called him "a unique presence on America's major waterways."

As Director and CEO of the not-for-profit Beacon Institute for Rivers and Estuaries, Cronin is creating a non-profit, global center for environmental innovation that develops 21st century technologies, such as sensors and robotics, to monitor fresh and coastal ecosystems in real-time.

As Senior Fellow in Environmental Affairs at Pace University he is blending science, technology and law to create the next generation of water protection policies and environmental leaders.

Cronin has been the topic of three books, and numerous print, broadcast and electronic profiles, interviews and stories. Some examples include: *The Riverkeeper*, published by Knopf, *The New Yorker*, *The New York Times*, *Wall Street Journal*, *Vanity Fair*, *People Magazine*, *Today Show*, *NBC Nightly News*, *Charlie Rose*, and *Bill Moyers Presents*.

A talented writer, Cronin is the author, with Robert F. Kennedy, Jr., of *The Riverkeepers*, published by Scribner. He wrote and co-produced *The Last Rivermen*, named an outstanding documentary film of 1991 by the Motion Picture Academy Foundation. He has written extensively on environmental policy for the Op Ed page of *The New York Times*, and in 2009 was a *Times* guest blogger for three days on the subject of PCB pollution. His essay, "Where Human and Nature Meet," is featured in the upcoming book, *Oceans*, which will be released on Earth Day by Public Affairs Books, and accompany the Disney movie, *Oceans*.

The Knight-Ridder newspapers praised John Cronin as a "hero in one of the great success stories of the modern environmental movement."

About Pete Seeger

According to the website of Jim Brown Productions, creator of the only authorized biography of Pete Seeger and filmmaker of the award-winning documentary [*Pete Seeger: The Power of Song*](#):

"Pete Seeger was the architect of the folk revival, writing songs including 'Where Have All the Flowers Gone,' 'Turn, Turn, Turn' and 'If I Had A Hammer.' Largely misunderstood by his critics, including the US government, for his views on peace, unionism, civil rights and ecology, Seeger was targeted by the communist witch hunt of the Fifties. He was picketed, protested, blacklisted, and, in spite of his enormous popularity, banned from American television for more than 17 years."

About Beacon Institute

Beacon Institute for Rivers and Estuaries, with offices in Beacon and Troy, New York, is a not-for-profit environmental research organization engaging scientists, engineers, educators and policy experts in collaborative work focusing on real-time monitoring of river ecosystems. It aims to make the Hudson Valley a global center for scientific and technological innovation that advances research, education and public policy regarding rivers and estuaries. www.bire.org

Editor's Note: High resolution color images are available for publication upon request. Please contact Kathleen Hickey at 845-838-1600 x15.