

NEGATIVE POPULATION GROWTH



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Press Release

For immediate release

NPG Launches Comprehensive Earth Day 2026 Educational Campaign

National outreach effort will engage educators, policymakers, and the public on the environmental impacts of population growth

Alexandria, VA, (April 2, 2026): Negative Population Growth (NPG) has launched its Comprehensive Earth Day 2026 Educational Campaign, a nationwide initiative designed to highlight the role of population size and growth in discussions about environmental sustainability.

The campaign follows recent population data from the U.S. Census Bureau showing that the U.S. population increased by approximately 1.8 million people between July 2024 and July 2025, representing a growth rate of about 0.5 percent. While the percentage increase may appear modest, NPG notes that the addition of nearly two million people in a single year places continued pressure on natural resources and ecosystems.

Through this campaign, NPG is reaching out to leaders and educators across the country to encourage greater awareness of how population trends intersect with environmental challenges. The organization is contacting all state governors and the mayors of the nation's 250 largest cities, urging them to address population size and growth in speeches and events connected to Earth Day.

In addition, NPG is distributing a 2026 Earth Day Poster and Student Fact Sheet to more than 1,500 middle and high school educators nationwide, encouraging teachers to incorporate discussions about population trends and environmental sustainability into classroom lessons.

“NPG has maintained a strong connection to Earth Day since the organization’s founding in 1972, just two years after the first Earth Day events in 1970,” said executive director, Craig Lewis. “For decades, NPG staff and members have participated in Earth Day events and educational outreach across the country, emphasizing the importance of long-term environmental stewardship. The goal of this campaign is to ensure that population trends remain part of the national conversation about environmental sustainability and long-term resource management.”

As part of the campaign, NPG is also placing print advertisements in nationally distributed publications to draw public attention to the environmental implications of population growth and to promote the organization’s broader educational efforts.

Since 1972, NPG has worked to educate both the public and policy leaders about the impacts of overpopulation. With a steadfast commitment to reducing population growth to achieve a sustainable balance with our environmental resources, NPG continues to be a leading voice of reason in a world often driven by the pursuit of perpetual growth. NPG advocates for the adoption of its [Proposed National Population Policy](#), with the goal of eventually stabilizing U.S. population at a sustainable level – far lower than today’s. We do not simply identify the problems – we propose solutions. For more information, visit our website at [NPG.org](https://www.npg.org), follow us on Facebook [@NegativePopulationGrowth](#) or follow us on X [@npg_org](#).