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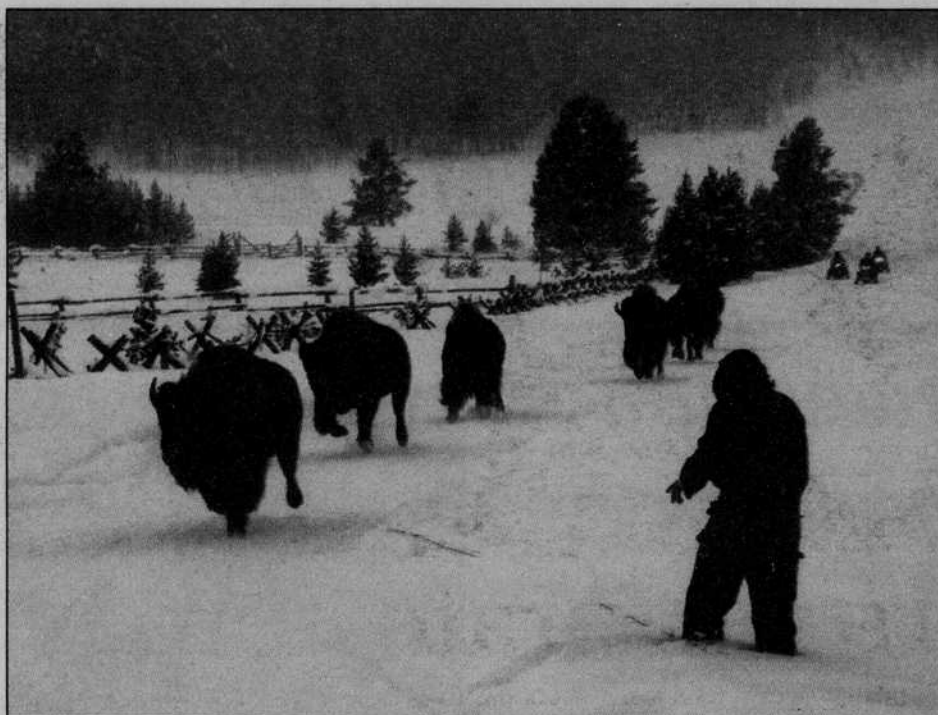
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Proceeds from special Earth Day bargains at the Buffalo Exchange will benefit the last free-roaming buffalo, who make their home in Wyoming's Yellowstone National Park. Courtesy

Buffalo Exchange boasts bargains, buffalo boon

Shoppers can snag a cheap deal and help a threatened species at clothing swap shop Buffalo Exchange's Earth Day sale

Jacquelyn Lewis
Pulse Editor

Ahh, Earth Day week in Eugene. It is a celebration full of music, environmentally conscious activities and ... shopping? It is if your destination store is Buffalo Exchange.

The funky clothing exchange, located at 131 E. Fifth Ave., will hold its annual Buffalo Benefit for Earth Day sale on Saturday from 10 a.m. to 6 p.m. Selected items, from sweaters to shoes, will be priced at \$1. All proceeds from the event will be donated to the Buffalo Field Campaign. The nonprofit group is dedicated to documenting and preventing the slaughter of the last free-roaming buffaloes, located in Yellowstone National Park.

Buffalo Exchange marketing director Michelle Livingston said Buffalo Exchange has been concerned with environmental issues since its

1974 conception. She added that customers should visit the sale for two reasons.

"First of all, it's a great bargain, and you can feel great about getting such an awesome bargain because all the proceeds go toward an environmental cause. We've raised almost \$49,000 for environmental campaigns through this Earth Day benefit since 1997."

Livingston said the company holds the sale because it is genuinely concerned with the issue behind the benefit.

"We do care about what's happening to buffaloes, and I think it's important that people are aware of what's happening at our national parks," she said. "It's really scary, and that's why it's extra-important this year."

Eugene store manager Mary Kolego said the sale provides important assistance to the Buffalo Field Campaign, given that the organization is a grassroots program.

"Every dollar really helps them," she said.

She added that Buffalo Exchange

usually sees more customers during the sale than on any other day.

"We get a lot of people who maybe normally wouldn't come," she said. "It's usually a very good turnout."

Livingston said people can feel positive about shopping at Buffalo Exchange any day of the year because the company donates regularly to nonprofit organizations through special programs, such as their tokens-for-bags option, where customers can opt to receive a token rather than a bag, to donate to one of the store's nonprofit recipients.

Kolego added that the Earth Day event, while centered on a serious concern, is also fun. During the sale, the store will host jazz musician Michael Hallsensius. The day will include free giveaways, informational video screenings, petitions and, of course, fashion.

"We do have an eclectic selection of clothes," Kolego said. "So it's kind of a treasure hunt."

Contact the Pulse editor at jacquelynlewis@dailyemerald.com.

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Celebration

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of the event began in 1969, when former Senator Gaylord Nelson, D-Wis., envisioned a possible collaboration between student antiwar energy and the environmental concerns of the general public.

Director of Downtown Events Management, Inc. Steven Remington said that although Earth Day began as a political statement, education is now its most important aspect.

"The more that you know about the ways that we impact the environment, the less ignorant we become, and the more good we can do," he said.

Manning had similar sentiments.

"It raises people's awareness about some of the issues that are facing Earth," she said. "It gets them more used to the ideas of recycling and protecting, and does it in a way that's fun for families."

While raising awareness was a common goal at the celebration, many also felt that it was important for creating unity. Education Coordinator at BRING Recycling Sarah Grimm said that aside from collecting plenty of athletic shoes for recycling, building community was the most important aspect to her.

"It creates community, and invites people to learn about how to protect the Earth in a positive manner, rather than a negative manner," she said. "Instead of protesting, we're celebrating."

Allison Albrecht agreed that while protecting the Earth was the broad goal, coming together as a group was what made the day effective.

"It's nice to have everybody get together for one specific cause," she said.

The celebration hosted street theater from Teen Super Heroes and music by Jenaguru, Paul Safar & Friends, Flying Crooked, the Eugene Peace Choir and I'Chele and the Circle of Light. Almost 50 groups formed an "Earth Action Arena" of booths and activities, which included a display of hybrid and earth-friendly vehicles.

The celebration also featured the annual "Procession of All Species," a parade led by the percussion ensemble Samba Ja. Participants dressed as animals, plants and elements and marched through Downtown.

"Every common activity we can do together is one more step in the right direction," Rich Glauver, a turtle in the parade, said. "It means that we're sharing it with animal and plant kingdoms."

Amy Nielson, of Downtown Events Management, Inc., said she felt even a little awareness can go a long way.

"Hopefully, someone will come down for their first time and get involved," she said. "Maybe then they'll continue that for next year."

Kara Hansen is a freelance writer for the Emerald.