The first e-mail in my inbox this morning was from a regional pharmacy chain, advertising “Great Earth Day Savings!” That seemed to me to be a little ironic: celebrate by the planet by consuming as much as you can!

It isn’t alone. Just Google “Earth Day Shopping” and you’ll get hundreds of hits. Now, obviously, *some* purchases might help the planet: trade in your SUV for a Tesla and you are getting somewhere. And consumption brings with it all kinds of good things. But in general, consuming the planet is the opposite of preserving it, and it is one of the worst ways to observe April 22.

So have a Happy Earth Day, and do so without going to the mall. Really. You can do it.