

WHY 2012?

1) For a calendar reform attempt to have the best chance at being successful, the transition schedule must minimize possible disruption to flow of daily activity. Since 2011 ends on Saturday and The World Calendar always begins on Sunday, 1 January 2012 meets that criteria.

2) "Top-of-the-hour" unanimous clock allows simultaneous worldwide focus on 1 January 2012 as The World Calendar in 2012 deadline—worthy of attention due to the positive timekeeping solution it represents.

“SHOULDN’T OUR CALENDAR BE AS SIMPLE AS OUR CLOCK?”

3) The Mayan calendar cycle will renew on 21 December 2012 as an actual major astronomical and astrological event comes to pass. Both are causing growing speculation about outcome. One view uses fear to cultivate typical doom rumors and theories. As an "**intellectual consciousness project**", The World Calendar in 2012 chooses instead to act constructively by building, and then leaving behind, an **Earth-based commemorative improvement** that is both needed and possible. Unless we act in time, there is risk of squandering world attention similar to failure surrounding the year 2000. The Y2K refurbishment of computer dates was *necessary*—and, in fact, a good base for calendar patch updates effective 1 January 2012—but no memorable collective energy accomplishments were left behind that benefit us yet today. We can do better.

4) With some sense of urgency, "green" sustainability awareness readily recognizes calendar reform as one way to decrease large-scale senseless waste. The World Calendar in 2012 accomplishment falls within projected short-term timing projections during which reversals of manmade pollution sources must begin. Technology is available to accomplish this 2012 feat.

5) After 2011, the next Gregorian calendar year ending on Saturday is 2016. What could possibly be accomplished by waiting that we cannot do with enough proper attention now?

6) Though commonly ignored, consequences of the existing calendar problem are so large that it is easy to think that a solution needs to be more complicated. Calendar reform is available to grasp in our near future with the simple DECISION to stop accommodating daily complications. This lifetime is our **TIME TO ACT**. We are here to act. The significance of 2012 focus is to repair now and reap later. The World Calendar in 2012 benefits that are beyond imagination may remain invisible without it. We now living will not see more relevant and convergent TIMING for The World Calendar.

<http://www.theworldcalendar.org>