

PRESS RELEASE

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DALLAS GEARING UP FOR BIGGEST EARTH DAY CELEBRATION EVER

Earth Day Dallas Festival seeks to enhance the green conversation and drive action

DALLAS — April 14, 2011 – On April 22-23, 2011, Earth Day Dallas, a nonprofit organization led by environmentalist Trammell S. Crow and other community leaders, hopes to catalyze a green movement by staging the inaugural Earth Day Dallas Festival in the Dallas Arts District. Award-winning cinema, world-renowned speakers, local brews and entertainment will delight festival-goers for two full days in the heart of downtown Dallas. With hundreds of local businesses and nonprofits engaged, Earth Day Dallas leaders forecast the 2011 celebration will go down as the biggest and most impactful Earth Day celebration in the history of Dallas and, perhaps, the country.

Below is a list of festival activities and an event map. For a full schedule of activities, specific locations and times, please visit earthdaydallas.org.

Friday and Saturday, April 22-23, 10 a.m.-5 p.m.

Eco Expo – Hundreds of interactive booths, including a Chevrolet Volt test track, a Zen Garden where attendees can relax in a living garden of more than 100 trees and Half Price Books' "Read a Book in a Park" for children

Beer Garden – Serving craft and local brews and Hall wine (*21 and up only*)

Yoga – Demonstrations and classical Indian dance and storytelling

Friday, April 22, 10 a.m.-5 p.m.

Speakers

William B. Rogers, president and CEO of The Trust for Public Land

David Crane, president and CEO of NRG Energy

Laura J. Huffman, director of The Nature Conservancy of Texas

Pete McCloskey, former California State Representative who coauthored the Endangered Species Act of 1973

Jim Martson, director of the Texas regional office of the Environmental Defense Fund

Short Films

Into the Cold: A Journey of the Soul, Q&A with filmmaker Sebastian Copeland, conducted by Michael Cain, chairman of the board of the Dallas Film Society

The New Frontier: Sustainable Ranching in the American West, Q&A with filmmaker Irene Klaver

Deep Green plus *The Krill is Gone* and *Trees*, Q&A with filmmaker Matt Briggs

Entertainment

Graceland Ninjaz

The O's

Kirk Thurmond

Dem Southernfolkz

Environmental Protection Agency Recycled Fashion Show

-more-

Saturday, April 23, 10 a.m.-5 p.m.

Speakers

Henry Henderson, director of the Natural Resources Defense Council’s Midwest office
 Dorka Keehn, author of *Eco Amazons: 20 Women Who Are Transforming the World*
 Larry Hagman, “Dallas” and “I Dream of Jeannie” actor and solar panel advocate
 Katharine Hayhoe, founder and CEO of ATMOS Research and climate change expert

For the Kids: Story Time and Short Films

Reading of *The Lorax* by Christine Allison, president of *D Magazine*
 Simon Says “Let’s Stop Climate Change!”

Entertainment

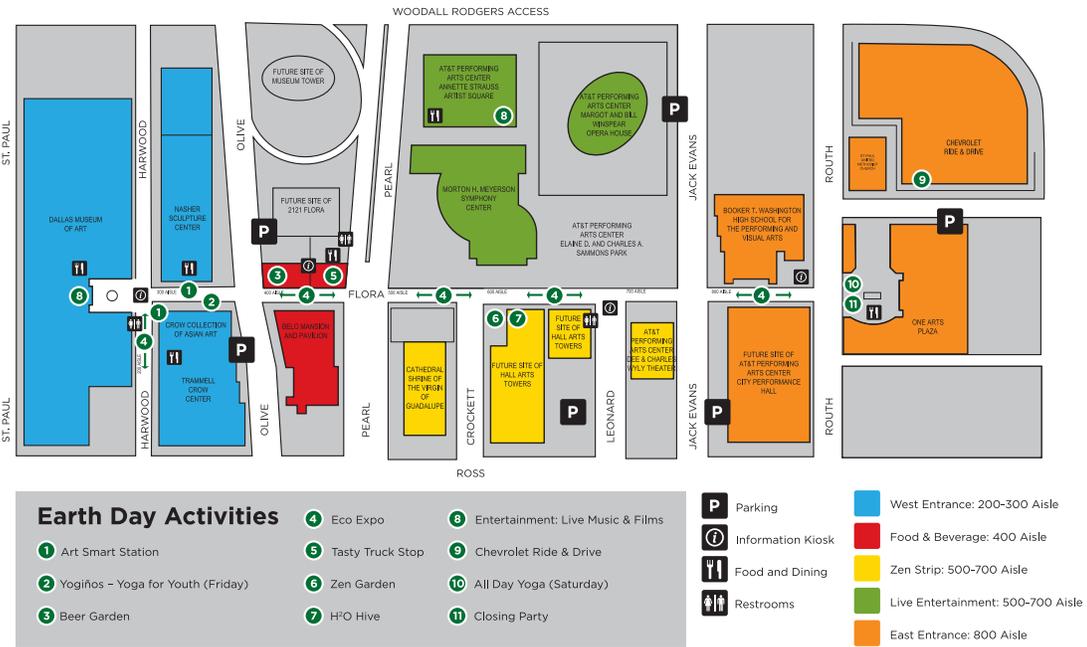
Django Walker
 Dallas School of Rock
 Larry Hagman
 Kidz Bop
 Texas Instruments Jazz Band
 The King Bucks

Yoga

Power class for adults
 Big Brothers Big Sisters session



APRIL 22-23
 DALLAS ARTS DISTRICT



About Earth Day Dallas

Earth Day Dallas kicks off on April 22, 2011, with a two-day festival in the Dallas Arts District. Events will focus on entertaining, inspiring and educating Dallasites with various ways to think, work and live green by showcasing emerging green technology, providing eco-friendly family activities, presenting enlightening lectures from environmental leaders, a variety of music and much more. Find out more at EarthDayDallas.org, follow us at @EarthDayDallas or check out our Facebook page.

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