

SPECIAL PROMOTIONAL FEATURE

EARTH DAY DALLAS 2011™



APRIL 22 & 23
earthdaydallas.org

looking forward

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It's so easy **Being Green**

Come Learn and **Grow** with Us.

Renewable energy. Water conservation. Waste management. Air pollution. These are only a few of the many issues facing us today. On April 22 and 23, Earth Day Dallas will seek to plant environmental seeds that will flourish throughout the year.

The goal of the festival – spanning the entire length of Flora Street in the Dallas Arts District – is to become an annual, green living summit for the city. Earth Day

Dallas will feature two days of events focused on inspiring and educating Dallas with various ways to think, work, and live green. From the Chevrolet test track to live entertainment at the Annette Strauss Artist Square, lectures from environmental leaders to Trinity River education stations, there will be no shortage of activities.

It is an exciting time for North Texans to come together to learn how we can all make a positive impact on our community and our world and how we can grow a greener Dallas together. As you listen to speakers, view exhibits, have a picnic, or listen to music, you will realize it is not up to someone else to save our environment – it is up to all of us. 🌱

PLANTING THE SEEDS

of CHANGE

How some of our sponsors are altering the landscape of green business.

Crescent Real Estate Holdings, LLC

North Texans don't need to look far to find a best-in-class example of practicing green business. Crescent Real Estate Holdings, LLC (located in the heart of Dallas) was recently named an ENERGY STAR 2009 Top Performer by the U.S. Environmental Protection Agency. They are one of only six commercial real estate companies in the U.S. and one of only two in Texas to be recognized by the EPA for improving energy efficiency by more than 10 percent. Additionally, every property (more than 17 million square feet) in their portfolio is either registered for or already certified for LEED EB.

"Our customers and partners want LEED-certified buildings," says John Zogg, managing director of leasing for Crescent's Dallas portfolio. "To them, it means we care about their experience, the communities that surround us, and ultimately the cost savings we that can achieve and pass on to them. It's good for everyone."



Trammell Crow Center and Crescent Office Towers together are conserving about six million gallons of water each year.

Chevrolet: Volt Ride and Drive

This Earth Day, Change Everything. Ride and Drive April 22-23 from 10 a.m. to 5 p.m. Presented by Chevy Volt¹.

Chevy Volt plugs in anywhere and goes everywhere. Thoughtful efficiency: It's a concept we can all get behind, and a great way to describe what Chevy Volt offers. In moderate conditions, Volt provides 25 to 50 miles of gas-free and tailpipe-emissions-free driving². But if life takes you a little further, as it tends to do sometimes, the gas-powered onboard generator can take you wherever you need to go. So you can just sit back and drive. Isn't that what cars are for? Remarkably, the electricity cost of driving Volt for most work commutes will average about \$1.50 a day. Volt plugs into any socket, allowing you to charge at home. Plus, Volt offers instant torque that makes it a thrill to drive as well as a quiet ride. Visit chevy.com/volt for details.

¹Must be 21 years of age and show a valid driver's license and proof of insurance. ²Based on GM testing. EPA estimates are not yet available. Your results will vary depending on temperature, terrain, driving technique and battery age.

Half Price Books

"Half Price Books has always considered itself a green business, because preserving and recycling resources are part of our company's philosophy," says Kathy Doyle Thomas, executive vice president of Half Price Books.

Preserving and recycling resources truly is part of Half Price Books's trade. The Dallas-based bookstore chain lives by a "preserving the environment" philosophy each day. Half Price Books has purchased 100 percent Texas wind power from Green Mountain Energy, Texas' only electricity provider dedicated to cleaner energy. By purchasing 11.3 kWh of wind power, Half Price Books offsets an estimated 15 million pounds of carbon dioxide, which is the equivalent of planting 901,000 trees or recycling six million pounds of newspaper. Last year, Half Price Books was even named a Top 20 Retailer within the Green Power Partnership by the Environmental Protection Agency. Because the company was founded in Dallas and continues to house its corporate headquarters here, Half Price Books couldn't be more proud to be part of Earth Day Dallas.

The Nature Conservancy

In San Antonio, The Nature Conservancy came up with a novel way to green its office space. Not only is the building LEED-certified, but the group also leases its empty offices to the San Antonio Hispanic Chamber of Commerce. This arrangement not only cuts down on energy by housing two organizations under one roof, but also lends itself to greater collaboration among the two groups.

Bank of America

Bank of America actively engages its employees through its associate education and engagement program. Sixty-three associates serve as "My Environment" ambassadors that will be leading four environmental education programs in Dallas in 2011 for other associates.

In 2010, Bank of America recycled 4.4 million pounds of workplace waste in its U.S. offices. So far, 3,700 associates have participated in Bank of America's Hybrid Vehicle Reimbursement program.

American Institute of Architects:

The American Institute of Architects' Dallas Committee on the Environment (COTE) plans to host a nontraditional booth at Earth Day Dallas.

Dallas COTE co-chair Alli Dryer, along with Nicholas McWhirter and Todd Burtis, all of Good Fulton & Farrell Architects, are designing the structure for Earth Day Dallas, which they've named "H2O Hive." H2O Hive takes formal cues and inspiration from the organization of water molecules in ice and from honeycombs. The modular, hexagon-shaped cells that form the structure of the H2O Hive will be made of wood that can be recycled.



Because Icelandic water bottles, which are made from 100 percent recycled plastic, will be available at the event, members of Dallas COTE will encourage festival attendees to continue recycling by contributing bottles that might otherwise be thrown away. As cells fill with Icelandic water bottles, Dallas COTE volunteer "worker bees" will empty the structure and recycle the bottles. Their hope is that the H2O Hive's distinctive appearance will encourage interaction and that attendees will resonate with the idea that plastic bottles do not belong in landfills and are a usable resource.

**WALKING
THE TALK**
Organizers plan
an eco-friendly event.

While planting green seeds in North Texas, organizers are also taking steps to ensure the event – both ramp-up and execution – sets the bar for a large-scale minimal-waste function.

The green execution of Earth Day Dallas will demonstrate a rainbow of sustainable solutions that improve the experience, health, and well-being of our community, with a minimal impact on the environment – and benefits on all sides.



10 Ways Earth Day Dallas is Going Green

- 1 Using a website that is hosted and powered 100 percent by wind energy
- 2 Providing a tool for attendees to use to calculate their carbon footprint
- 3 Collecting paper and recyclable beverage containers in meeting areas
- 4 Collecting cardboard, beverage containers, steel cans, and plastics in food and exhibit vending areas
- 5 Encouraging use of recyclable food and beverage containers
- 6 Providing e-waste recycling opportunities for the public
- 7 Using naturally lighted meeting and exhibit spaces
- 8 Using recycled paper and vegetable and soy-based inks for promotional materials and handouts
- 9 Encouraging the use of locally produced and organic food whenever possible
- 10 Requiring recyclable handouts and/or giveaways



DOWNTOWN DALLAS ARTS DISTRICT

- P Available Arts District Parking
- ? Arts District Information Kiosks
- || Dining
- 🛒 Shopping
- 🚗 Current Parking
- 🏠 Future Development
- 🏢 Cultural Arts District Building
- 🏡 Commercial Arts District Building
- 🏛️ Places of Worship

Earth Day 2011 Activities

- | | | | |
|--|---|--|--|
| <ul style="list-style-type: none"> 1 Art Smart Station 2 Earth Day Auto Alley 3 Art Smart Station | <ul style="list-style-type: none"> 4 Art Smart Station 5 Yogiños: Yoga for Youth® 6 Tasty Truck Stop 7 Zero Trash Picnic Bash | <ul style="list-style-type: none"> 8 Solar Stage Entertainment 9 Trinity Audobon Education Station Sponsored by REI 10 The Nature Conservancy Education Station 11 Trinity Trust Education Station | <ul style="list-style-type: none"> 12 Earth Day Dallas Closing Party and Bicycle Rally 13 Eco Expo 14 Chevrolet Volt Test Track |
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Find Dallas Arts District info at www.TheDallasArtsDistrict.org

Did You Know?

Even if you're the most dedicated tree-hugger out there, if you're American, your carbon footprint is still double the per capita average of most of the world.

Americans use 2.5 million plastic bottles every hour.

What can you do? Buy an inexpensive reusable water bottle, and stop buying plastic disposable bottles.

The U.S. produces enough styrofoam cups annually to circle the earth 436 times. What can you do? Ditch the Styro. Take your own coffee mug to work.

The U.S. trashes enough office paper to build a 12-foot wall from Los Angeles to New York City.

What can you do? Print on recyclable paper. And use both sides.

Recycling one aluminum can saves enough energy to run a TV for three hours, or the equivalent of a half-gallon of gasoline.

What can you do? Get a recycle bin from the city—and use it.

Get your recycle bin at DallasCityHall.com/sanitation/recycling.html