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DALLAS HOSTS "TEXAS-SIZED" EARTH DAY FESTIVAL

Record-breaking number of eco-exhibitors educate, motivate North Texans to go green

DALLAS – (May 1, 2012) – With more than 500 exhibitors and a notable lineup of speakers, musicians and films, Earth Day Dallas (EarthDayDallas.org) brought more than 58,000 North Texans to Fair Park on April 21 and 22. For the second year in a row, the nonprofit organization hosted one of the nation's largest Earth Day celebrations, inspiring individuals to be sustainable in the ways they think, work and live.

"Last year, we planted a seed in the minds of North Texans, and were thrilled to watch people latch onto the idea of every day environmentalism," said Trammell S. Crow, founder of Earth Day Dallas, Inc. "This year, it was amazing to see the increase in participation, especially from exhibitors. In a time when other Earth Day festivals are downsizing, we were able to double the number of booths we had in 2011. From exhibitors to programming, we elevated every aspect of the event this year, making Earth Day Dallas a true Texas-sized celebration."

To accommodate its growing presence, the festival moved from downtown Dallas to historic Fair Park, providing more than 600,000 square feet of indoor and outdoor space. At the core of the event, the Eco Expo included a wide range of exhibitions by corporations, small businesses, nonprofits, government groups, hospitals and universities, demonstrating conservation at every level.

Additionally, the festival featured a variety of engagement and entertainment for the whole family, including:

- Former first lady Mrs. Laura W. Bush and her new Taking Care of Texas initiative
- A book signing and lecture by world renowned theoretical physicist, Michio Kaku
- Live music performances by Amos Lee, Ponderosa, Diego Garcia and The Honey Brothers
- Film screenings including renowned documentary *Cafeteria Man* and a farm-to-school discussion panel with the film's star, chef Tony Geraci
- Picnic for the Planet, the Nature Conservancy's attempt to break the Guinness World Record for the largest simultaneous global picnic
- A 5K fun run, and much more!

"What I was most proud of this year was the caliber of festival attendees," said Susan Brosin, director of Earth Day Dallas, Inc. "The people who came out genuinely wanted to learn more about the environment, and that's exactly why we started the event in the first place. If each person left with at least one new way they can protect the environment, we've done our job."

Earth Day Dallas would not have been possible without the significant support from its 2012 partners including Walmart, KXAS-NBC-5, DART, Live Nation, SHFT, 1SolTech, ISB, Crow Holdings, Disneynature and many others.

With its foot firmly planted in Fair Park, Earth Day Dallas has already begun planning for next year's event. Organizers are taking cues from their first year in the landmark outdoor venue to produce an even bigger festival in 2013. For more information about Earth Day Dallas 2012 and updates on the 2013 event, visit EarthDayDallas.org.

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About Earth Day Dallas

Earth Day Dallas is a nonprofit organization that hosts an annual, outdoor festival seeking to elevate environmental awareness and influence the way North Texans think, live and work. The family-friendly and free-admission event allows leaders in the corporate, academic and nonprofit worlds to unite and show North Texans how green lifestyle choices can lower their cost of living, improve their health, and help to sustain the environment.