

## FOR IMMEDIATE RELEASE

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### EARTH DAY TEXAS GROWS A GREENER TEXAS WITH FOURTH ANNUAL EVENT

*Nationally recognized event shows Texans why being eco-friendly has never been so fun*

**DALLAS** – (April 22, 2014) – [Earth Day Texas](#) (EDTx) will kick off its two-day festival to celebrate the planet on April 26 and 27 at Fair Park in Dallas. The free event offers entertainment, exhibits and environmental education for the whole family.

Founded by Trammell S. Crow in 2011, Earth Day Texas seeks to elevate environmental awareness and influence the way Texans think, live and work. For the first time ever, EDTx will have a central theme. Programming and activities will focus on water, one of the most critical issues facing the state, nation and the world.

“This year’s event is going to be bigger, better and wetter than ever,” said Michael Cain, executive director of EDTx. “The weekend is full of festivities that will bring everyone, from businesses to families, together to celebrate the planet and learn how they can make every day their Earth Day.”

EDTx is the world’s largest Earth Day celebration. More than 60,000 people are expected to attend. Spanning about 500,000 square feet of indoor and outdoor event space, EDTx will provide endless opportunities for Texans to see why being eco-friendly has never been so fun, including:

- **Eco Expo** – The EDTx Eco Expo is the largest of its kind. Approximately 800 engaging exhibits including over 160 businesses, 85 nonprofits, 70 academic institutions and 50 government organizations will share their best green practices and motivate attendees to incorporate green ideas into their everyday lives.
- **The Polyphonic Spree** – The Polyphonic Spree will perform a free concert at 6 p.m. on April 27. Free wristbands for the show will be available at the EDTx indoor information booths from 10 a.m. to 5 p.m. on April 26 and 27.
- **Green Speaker Series** – The educational speaker series features presentations from CNN’s 2013 Hero of the Year, Chad Pregracke; actor Ed Begley Jr.; TV personality David Mizejewski and more.
- **Electric and Hybrid Vehicles** – Electric and hybrid vehicles will be on display, including the Tesla Coupe and Roadster, Fisker, and Nissan Leaf. Attendees will also have the opportunity to ride in a Tesla and test-drive the BMW i3.
- **Radio Disney Family Zone** – The Radio Disney AM 620 Team Green will provide all-day entertainment and activities for kids and families.
- **Global Inheritance Energy Playground** – The energy-fueled playground features seesaws, a human hamster wheel, a swing and other rides that capture the motion of participants and convert it into 12-volt energy.
- **Tree Climbing** – Tree Climbing International will provide training and safety gear for festival attendees over the age of five to climb to the top of historic live oak trees.
- **Mayors’ Panels** – The mayors of Addison, Denton, Garland, Arlington, Cedar Hill, Farmers Branch and Irving will share their views on statewide water issues at panel discussions on both Saturday and Sunday.

“What makes Earth Day Texas unique is the immense variety of things to see, do and learn,” said Cain. “We invite everyone to the table to discuss environmental issues with the goal of sparking a conversation and keeping a healthy dialogue going throughout the year.”

For the latest updates about the 2014 event, attendees are encouraged to download the Earth Day Texas app, now available in the [iTunes Apple Store](#).

EDTx 2014, and the organization’s community outreach efforts, would not be possible without the generous support of its 2014 partners including BMW of America, NBC 5, The Home Depot, Samsung, DART, Radio Disney, Sewell Automotive Companies, U.S. Trust and many others.

For more information, visit [www.EarthDayTX.org](http://www.EarthDayTX.org).

**About Earth Day Texas**

Earth Day Texas (formerly Earth Day Dallas), a nonprofit organization, hosts an annual indoor/outdoor event and seeks to elevate awareness and influence the way Texans think, live and work. Each year, the event showcases the world's largest public exhibition of environmental initiatives of businesses, environmental nonprofits, schools and colleges and government agencies. Earth Day Texas also provides eco-friendly family activities, presents enlightening talks and hands-on workshops provided by environmental leaders and much more.

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