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57,000 TEXANS ATTEND WORLD'S LARGEST EARTH DAY CELEBRATION

Earth Day Texas inspires green living through record-breaking number of exhibit spaces

DALLAS (May 2, 2014) Earth Day Texas (EDTx, formerly Earth Day Dallas) hosted the world's largest Earth Day celebration on April 26 and 27 at Fair Park in Dallas. The fourth annual event attracted 57,000 festivalgoers, a 39 percent increase over last year's attendance.

"Since expanding our reach and mission, Earth Day Texas has grown tremendously," said Michael Cain, executive director of EDTx. "It was incredible to witness people of all ages engage with the activities and entertainment that we put in place this year. We're already hearing stories about how people who attended the festival are using what they learned to live greener, more sustainable lives. That right there proves that EDTx 2014 was an outstanding success."

Since Trammell S. Crow founded the organization in 2010, EDTx has engaged more than 200,000 attendees at its annual, two-day celebrations. As part of the organization's recent growth, EDTx hosted a series of kickoff events leading up to the 2014 festival, including the inaugural Earth Day Texas Business Roundtable, Texas premiere of *SlingShot*, Decks in the Park, North Texas Water Symposium, and Free Enterprise Solutions.

EDTx 2014 featured 817 exhibitor spaces, 50 high-profile speakers, live entertainment and hands-on workshops including:

- **Eco Expo** – As the largest gathering of sustainable leaders in the world, the EDTx Eco Expo is the heart of the two-day event. This year, 817 engaging exhibit spaces, including over 200 businesses, 85 nonprofits, 98 academic institutions, and 50 government organizations, shared green practices, products and resources with attendees.
- **The Polyphonic Spree** – The Polyphonic Spree closed the festival with a free concert on Sunday evening, bringing more than 1,000 people to the Band Shell at Fair Park.
- **Green Speaker Series** – The educational speaker series featured presentations from Chad Pregracke, 2013 CNN Hero of the Year and founder of Living Lands & Waters; David Mizejewski, media personality and naturalist with the National Wildlife Federation; and Ed Begley Jr., actor, director and environmentalist. The event also featured multiple expert panels including two with the mayors of Addison, Denton, Garland, Arlington, Cedar Hill, Farmers Branch and Irving, where they shared their views on statewide water issues.
- **Electric and Hybrid Vehicles** – A large collection of electric and hybrid vehicles were on display throughout the weekend, including the Tesla, Fisker, Nissan, BMW and many others. Attendees had a chance to ride along in a Tesla and test-drive a BMW i3 for themselves.
- **Global Inheritance Energy Playground** – Attendees of all ages flocked to the energy-creating playground featuring seesaws, a human hamster wheel, and a swing that captured the motion of participants and converted it into 12-volt energy.
- **Tree Climbing** – Tree Climbers International provided hands-on training for festivalgoers over the age of five to climb to the top of historic live oak trees.

"We are proud to have been a sponsor of EDTx 2014 and even more thrilled with the number of people – 14,000 – who chose DART as their way to get to Fair Park," said DART President and Executive Director Gary Thomas. "Public transportation plays a critical role in sustaining our environment. Earth Day Texas provided a perfect opportunity to experience DART and learn the many simple ways that we can all positively impact that environment with our daily choices, habits and activities."

EDTx 2014 and the organization's ongoing 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.

Always looking to the future, Earth Day Texas has begun planning next year's event. For more a complete list of programming and exhibitors from Earth Day Texas 2014 and updates on the 2015 event, visit 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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