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EARTH DAY EVOLVES INTO STATEWIDE ANNUAL EVENT

Earth Day Dallas becomes Earth Day Texas; announces new executive director, Michael Cain

DALLAS – (November 12, 2013) To expand its impact across the state, Earth Day Dallas announces its new name – Earth Day Texas – and new executive director, Michael Cain. The environmental event has brought together nearly 150,000 North Texans over the last three years and hopes to attract business people, community leaders, and the general population from all 268,820 square miles of the Lone Star State for next year’s event on April 26 and 27 at Fair Park.

“I am honored to join an organization that is dedicated to truly changing attitudes and behavior when it comes to environmental awareness,” said Michael Cain, new executive director of Earth Day Texas. “I look forward to furthering the vision of Earth Day Texas founder Trammell S. Crow and to building upon the momentum of the last three years to showcase Texas as a national model of environmentalism.”



Michael Cain, new executive director of Earth Day Texas

The event’s major changes come on the heels of last week’s Constitutional Amendment Election. On November 5, Texans overwhelmingly approved Proposition 6, an amendment that will take \$2 billion from the state’s rainy day fund to help fund water projects throughout Texas.

“By passing Proposition 6, voters across the state have taken a stand and declared that our future water supply is an incredibly important issue to them,” said founder Trammell S. Crow. “We believe now is the perfect time to do more, to reach more people, with our message that everyone from big business to the everyday family can lead an environmentally conscious lifestyle – especially when it comes to water conservation. I am pleased Michael has accepted the position, and I am confident he will create the same awareness for the environment in Dallas and Texas as he did for film.”

Cain, a native of Dallas and a founding board member of Earth Day Dallas, joins the Earth Day Texas team after many years of leadership in the arts community. He was founding artistic director, CEO and chairman of the board of the Dallas International Film Festival. He also founded the Deep Ellum Film Festival and Arts Fighting Cancer, an organization dedicated to promoting the arts while raising funds for the Cancer Relief Fund. Today, he remains president of M3 Films LLC; principal of the Trinity Diversified Film Fund Advisors; a member of the Dallas Assembly and a board member of the Margaret and Trammell Crow Collection of Asian Art. Most recently, he served as executive producer for the Steve Jobs biopic *JOBS*, a director and producer on the *STARCK PROJECT*, producer on the Stanley Marcus documentary, and in his career has produced or executive produced over 20 feature-length films including the Sundance Film Festival Special Jury prize winner *TV JUNKIE*.

Planning is currently under way for Earth Day Texas 2014. For the first time ever, the event will have a central theme. 2014’s will be Water, with programming and activities focused around this critical issue for the state, the nation, and the world. For more information about Earth Day Texas 2014, visit earthdaydallas.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 business, environmental nonprofits, schools and colleges, and governmental 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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