

PRESS RELEASE

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DALLAS GEARING UP FOR BIGGEST EARTH DAY CELEBRATION EVER

"Earth Day Dallas" Festival seeks to enhance the "green" conversation and drive action

DALLAS — March 31, 2011 – On April 22-23, 2011, Earth Day Dallas, a not-for-profit organization led by environmentalist Trammell S. Crow and other community leaders, hopes to catalyze a "green" movement in Dallas by staging the inaugural Earth Day Dallas Festival in the heart of downtown. With more than 100 civic, corporate and not-for-profit partners engaged, organizers forecast the 2011 celebration will go down as the biggest and most impactful Earth Day celebration in the history of Dallas and, perhaps, the country.

According to Earth Day Dallas Project Manager SheriAnne MacNeil, the festival, originally launched by the City of Dallas as part of global Earth Day, will be revamped this year with the help of the Environmental Protection Agency and sponsors who will provide attendees with innovative, engaging and educational opportunities and activities for all ages.

In 2009, *Forbes* named Dallas the 11th most toxic city in America for its poor air quality, lack of clean water and high rate of environmental hazards. Earth Day Dallas officials say that now is the time for Dallas to collaborate and reshape the way Dallas functions as a green city.

"While Dallas is taking steps in the right direction, there is much work and education to be done to ensure it's a healthy, ecologically responsible place to live for years to come," Crow said. "The 2011 celebration will be more than an event. It's intended to be an ongoing movement of green business and community efforts that penetrate the daily lives of Dallas residents."

MacNeil added that the goal for the festival is to become an annual "green living summit" for the city — and the catalyst for change and knowledge sharing. Earth Day Dallas wants people to Come, Learn and Act.

Earth Day Dallas sponsors include Chevrolet, Bring it On!, D Magazine, TXU Energy, Central Market, Bank of America, Community Waste Disposal, Crescent Real Estate, Green Mountain Energy, Trinity Industries, Eco Dallas and E-Waste Disposal.

About Earth Day Dallas

Earth Day Dallas kicks off on April 22, 2011, with a two-day festival in the Dallas Arts District. Events will focus on entertaining, inspiring and educating Dallasites with various ways to think, work and live green by showcasing emerging green technology, providing eco-friendly family activities, presenting enlightening lectures from environmental leaders, a variety of music and much more. Find out more at EarthDayDallas.org, follow us at @EarthDayDallas or check out our Facebook page.

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