



WORLD'S LARGEST ANNUAL GREEN EXHIBITION, EARTH DAY TEXAS, INVITES YOU TO SAVE THE PLANET – AND SAVE THE DATES – THIS SPRING

Earth Day Texas will feature an impressive lineup of environmental programming, entertainment and food that cannot be experienced anywhere else

The globally recognized destination for experiential learning about the environment will inspire breakthrough hope and discovery for achieving a world of sustainable balance

DALLAS (January 13, 2016) – Everything is bigger in Texas, including the commitment to work together to achieve a world of sustainable balance. As evidence of that commitment, Earth Day Texas (EDTx) – the world's largest annual expo and forum for sharing the latest initiatives, discoveries, research, innovations, policies, products, and corporate practices reshaping the world – today announced its 2016 event will take place April 22 – 24 at Dallas' Fair Park from 10:00 a.m. – 6:00 p.m. daily with extended event hours to be announced for EDTx's inaugural Earth Day & Night programming and concert series.

The largest event in the world of its kind, EDTx brings together environmental organizations, businesses, academic institutions, government agencies, speakers, interactive programming, and subject matter experts. This three-day free event is held annually, coinciding with global Earth Day observances each April to celebrate progress, hope, and innovation.

“When EDTx was established in 2011, it was certainly contradictory to the stereotype – that Texans are not interested in the environment,” said EDTx founder Trammell S. Crow. “In reality, Texas is home to some of the most dedicated conservationists, clean tech innovators, and concerned citizens in the country. EDTx is a forum for addressing serious issues and solutions in a fun and engaging atmosphere -- where everyone can discover ways to do the things they love to do more sustainably and become a part of the solution.”

EDTx Claims Position as Global Destination for Breakthrough Hope and Discovery

According to Crow, EDTx has attracted more than one-quarter-million visitors in its first five years because of its inclusive message that looks to engage all of society's stakeholders and celebrate each step in a positive direction. “With this success, EDTx is evolving beyond a regional environmental education and awareness event,” he said. “This year we will claim our position as a nationally recognized destination where people and leaders from America (and the world) come together to learn about inspiring breakthroughs and solutions that will help us create a more sustainable future.”

What began as an outdoor event in Dallas' Arts District will this year feature an estimated 1,600-plus exhibit spaces occupying 750,000 square feet of indoor/outdoor exhibit space in Fair Park. As the leading annual environmental expo and forum, EDTx will offer something for everyone, including programs and activities appealing to a wide range of knowledge levels and interests. From the aspiring eco-curious to the sustainability-conscious nature lover to the socially-aware world citizen with a love of learning, attendees will experience unparalleled excitement and enthusiasm for sustainability and conservation from their moment of arrival.

EDTx Boasts Unprecedented Lineup of Attractions and Activities

This year EDTx expects to break all previous attendance records by bringing together a never-before-seen lineup of some of the world's most inspiring and compelling exhibits, thinkers, speakers, activities, and entertainers. In 2016, the lineup includes brand new partnerships and updates on favorite programming from previous years.

For the first time, EDTx will offer an extensive selection of beer and food from the most sustainability-minded epicureans and breweries. EDTx will unveil an exciting new partnership with Untapped Beer Festival and Savor Dallas, two of the region's most celebrated festivals of food, beer, wine, spirits and live music. Untapped Beer Festival and Savor Dallas will create sustainable eateries and beer gardens exclusively for EDTx attendees.

In addition to local event partnerships, EDTx is working with the LA-based Environmental Media Association (EMA) to launch a brand new fundraising gala and film series at Earth Day Texas 2016. EMA, pronounced "Emma," believes that through television, film, and music, the entertainment community has the power to influence the environmental awareness of millions of people. The gala will be an exclusive ticketed event on Saturday, April 23 and include appearances by celebrities who are prominent advocates of environmental causes. The weekend-long series will feature recent award-winning documentaries from up-and-coming filmmakers who will present at both Earth Day Texas and the Dallas International Film Festival. "We're so honored and excited to be partnering with Earth Day Texas and being offered the opportunity to meet this incredible new community. Bringing a little bit of Hollywood to your great State to share our mutual passion for sustainability and the respect of our natural resources is such a natural collaboration. We're thrilled to be part of your prestigious event and look forward to a long and successful partnership building awareness and solutions for our environmental lifestyle," said Debbie Levin, President, EMA.

Building off favorites from past years, the event will also include:

- Speeches and panels featuring experts on the cutting edge of science, activism, academia, business, and policy discussing environmental issues, solutions, and innovations.
- Innovators in materials science, product development, robotics, and computing demonstrating the latest in sustainable technological innovations. Confirmed exhibitors include Yale School of Forestry and the Environment, NASA, NCAR, UCAR, and the National Oceanic and Atmospheric Administration (NOAA).
- Home and garden products and services to help do-it-yourselfers learn how to save water, create their own energy, and live in more sustainable homes.
- Meeting conferences around sustainable business practices and clean technology investment forums.
- Art exhibitions including a multimedia installation about reforestation in East Texas presented by Texas Conservation Alliance.

Confirmed speakers include Theodore Roosevelt IV, Chair of Strategies for the Global Environment at the Center for Climate and Energy Solutions, and Dr. Katharine Hayhoe, Director of the Climate Science Center at Texas Tech University.

Attendees will also enjoy numerous outdoor experiences, such as live music, electric bike test tracks, eco-friendly car ride and drives and tiny house tours. Meanwhile, families may visit the EDTx Family Zone to inspire the next generation of explorers, scientists, artists, and conservationists.

EDTx Schedule of Events to Span Three Days

The event opens to the public on Friday and will feature special programming tracks designed for businesses and Dallas-area schools . The Dallas Independent School District will schedule field trips to the event that will provide students with special access to exhibits and interactive experiences that will draw large crowds throughout the weekend. An Eco-Conference for local, regional and national businesses will be the backdrop for meetings hosted by third parties, sustainable business symposia, and special speakers

Saturday and Sunday will feature a diverse schedule of unique entertainment options, as well as limitless opportunities for experiential learning. Attendees may participate in special interactive experiences and educational tracks, such as the Green Speaker Series and Eco Film Series. The Untapped Music & Beer Sustainable Garden and Savor Dallas Sustainable Food Market will also be in full swing and live music will play into the evening on Saturday.

“We look forward to introducing new and innovative programming and we invite people to come be a part of something special,” said Crow. “This year’s event promises to be the most entertaining, inspiring, and informative event in our history – it will be an

experience unlike anything you have ever seen before and you are not going to want to miss it.”

Additional information and details will be released in the coming weeks. To learn more about the event and its mission, please visit www.earthdaytx.org.

###

About Earth Day Texas

Each April, Earth Day Texas hosts the world’s largest public exhibition devoted to environmental stewardship, where attendees come together for breakthrough hope and discovery about how best to achieve a world of sustainable balance. The event is a platform that brings businesses, environmental organizations, academic institutions, and government agencies together to positively inspire people to think, live, and work sustainably. By providing enlightening talks, unique exhibits, and interactive workshops, EDTx catalyzes meaningful conversations that will shape a sustainable future.

Contact Information:

Alejandra Iraheta
LDWWgroup
Alejandra@ldwwgroup.com
972-793-2234