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Mini 'Shark Tank' for environmental projects coming to Earth Day Texas



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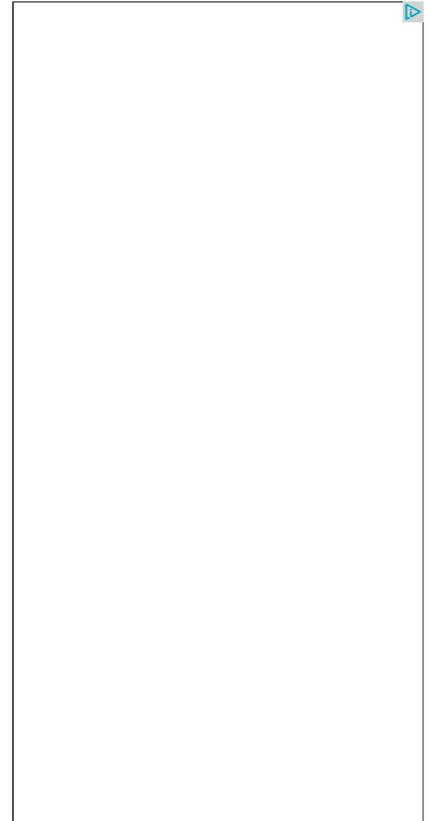
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Trammell S. Crow talks with technicians as they set up the National Oceanic and Atmospheric Administration booth the 2015 Earth Day Texas festival at Fair Park. (Louis DeLuca/The Dallas Morning News)

The popular capitalism-as-reality-TV show *Shark Tank* now has a nonprofit little cousin the Dallas area.

The new \$25,000 Earth

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Tank Prize was announced today as a way to reward local groups with valuable conservation and sustainability projects. The prize is sponsored by [Earth Day Texas](#) and the [Dallas Festival of Ideas](#), which was created in part by *The Dallas Morning News*. Entries are limited to exhibitors at this year's Earth Day Texas or EDTx event in Fair Park.

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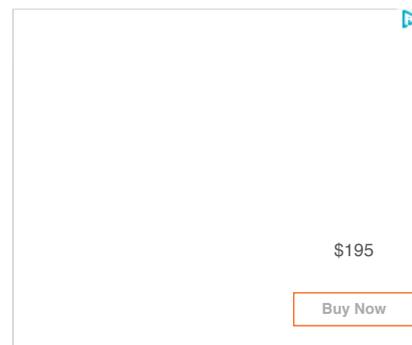
“We see this initiative as an excellent opportunity to further our mission of advancing environmental thought by connecting our environment to visionary conversations,” Jerry Hess, EDTx CEO, said in a written statement. “We expect to see great ideas and outcomes from this competition...”

The prizes will be awarded after a pitch-style competition modeled after *Shark Tank*, which feature's Dallas Mavericks owner Mark Cuban as one of the celebrity judge-investors. The panel of judges for this contest will include representatives of national environmental nonprofits and Dallas Festival of Ideas experts from the Educated City, Healthy City, Literary City, Physical City and Entrepreneurial City panels.

The deadline for submissions is March 25 to earthtank@earthdaytx.org. Nine finalists will be announced April 4. The Earth Tank Prize 15-minute pitches will take place April 24 during EDTx at Fair Park, and the winners will be announced that same day.

The presentations will be filmed and available on the EDTx website along with follow-ups on the projects. In

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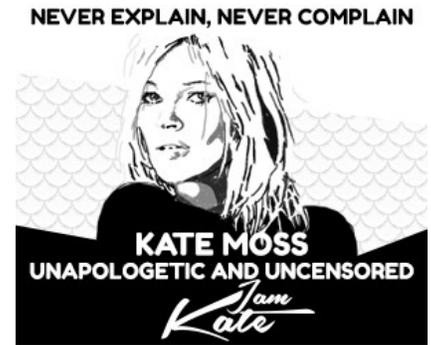
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addition to environmental impact, the pitches will be judged on one or more of the following: education, health, literacy, downtown or suburban jobs and entrepreneurship.

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The Dallas Festival of Ideas is held Friday and Saturday at Fair Park and is free. More details are available at www.thedallasfestival.com. EDTx runs from April 22 to 24 at Fair Park. It is also free. Details are available online at earthdaytx.org.

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