



EARTH DAY TEXAS AND DALLAS AREA RAPID TRANSIT ANNOUNCE SIXTH ANNIVERSARY PARTNERSHIP FOR 2016 EVENT

The world's largest annual green exhibition and the Dallas based public transportation organization are working together to promote alternative transit to the EDTx event

DALLAS (Mar. 1) – For the sixth year in a row, Earth Day Texas (EDTx) today announced DART as the official transportation provider to offer an alternative transport option for environmental enthusiasts attending the annual EDTx event this April in Fair Park. Nationally recognized as a top transit system and a pioneer in bringing low- and ultra-low emission transportation to Dallas, DART plays a critical role in reducing carbon emissions in North Texas with its all-electric light rail system and its fleet of compressed natural gas buses.

EDTx attracts tens of thousands of visitors from all across North Texas. While a portion of attendees will arrive via personal automobiles, others will ride bikes, and still others will take DART's Green Line to Fair Park Station, located on Parry Avenue at the entrance to the fairgrounds, or MLK, Jr. Station, located south of R.B. Cullum Boulevard and convenient to the MLK fairground entrance (Gate 6) and the Cotton Bowl.

The partnership between EDTx and DART is designed to encourage even more people to take advantage of the affordable, convenient and environmentally friendly transportation alternatives provided by DART to attend the three-day EDTx event – as well as to continue riding with DART throughout the rest of the year to discover all that North Texas has to offer.

“The partnership between Earth Day Texas and DART as a very natural extension of our collective missions to improve the quality of lives,” said Jillian Mock, communications associate for Earth Day Texas. “As an environmental organization, we want to promote awareness and influence broader usage of cleaner, alternative modes of transport like the world-class public transportation DART provides every day to people right here in North Texas. We are eager to work closely with DART to help spread the word about how people can easily incorporate public transportation into their lives.”

In addition to providing comfortable, low-cost rides to the EDTx event, DART will be onsite at the exhibition to help inform attendees about the many benefits of public transportation, including DART's 5 Star Vehicle display focused on environmental initiatives, information on the new electric bus fleet rolling out in 2017 and the DART Van Pool/Rideshare program. DART promotions and rideshare staff will also be on hand to answer questions about the ease of using DART services, and all of DART's latest initiatives.

Little Changes Make a Big Impact

According to Mock, making small adjustments to the way people get around town can have a big impact on the environment. “Consistently taking public transportation rather than driving a car will drastically reduce a person’s carbon footprint while helping to save energy in the process,” she said. The benefits for both individual households and the U.S. as a whole are significant. Specifically:

- Public transportation is estimated to reduce carbon dioxide (CO2) emissions by 37 million metric tons annually.
- A solo commuter who changes her commute from a private vehicle can reduce her personal CO2 emissions by 20 pounds per day and more than 4,800 pounds per year.
- Using public transportation right now saves the U.S. the equivalent of 4.2 billion gallons of gasoline annually and more than 11 million gallons of gasoline per day.
- Households that use public transportation save an average of \$6,251 every year.*

About Dallas Area Rapid Transit

DART’s mission is to build, establish, and operate a safe, efficient, and effective transportation system that, within the DART Service Area, provides mobility, improves the quality of life, and stimulates economic development through the implementation of the DART Service Plan as adopted by the voters on August 13, 1983, and as amended from time to time. DART is a multimodal transit agency that serves 13 cities in 700 square miles. Annually, North Texans take 100 million trips on DART, which includes its bus, light rail, commuter rail, paratransit and van-pool programs.

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. Earth Day Texas 2016 will be held at Fair Park in Dallas, Texas on April 22-24, 2016.

Sponsors for Earth Day Texas include **Air Liquide Advanced Technologies, ONCOR, KERA, Dallas Rapid Area Transit (DART)** (Steward Level) and **BNSF Railway Company and DFW Child** (Advocate Level). All sponsors will exhibit and share their green stories at Earth Day Texas 2016.

*Source: Conserve Energy Future http://www.conserve-energy-future.com/Benefits_of_Public_Transportation.php

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