

EarthFest

Celebrating Earth Day in Downtown Dallas



February 14, 2011

Dear EarthFest Sponsor,

Earth Day is almost here and we hope you will continue to sponsor one of the many exciting activities associated with helping the Earth be a greener place. This year, we have some exciting news to share with you. Because of the growth of EarthFest, we have been invited to participate with a new event in Dallas dedicated to making our Earth better for all of us. It is **Earth Day Dallas 2011** and will take place in Dallas' newest downtown showcase, the Arts District. This is a two-day event that will be on April 22-23, 2011 and will offer entertainment and education for the whole family as well as for those working and living in downtown Dallas, Uptown and surrounding areas.

Due to the scale of this new event, EarthFest 2011 will not be held this year. Instead, we hope that you will participate by sponsoring one or more of the EarthFest activities below that will occur in conjunction with **Earth Day Dallas 2011**.

EarthFest School Clean-Up Day— Corporate volunteer teams bring Earth Day to community schools in need of a spruce-up while demonstrating to young students the spirit of the day.

EarthFest Recycled Fashion Show—High fashion goes green on **Earth Day Dallas 2011**'s main stage! This show features designs by both students and professionals that are truly amazing.

EarthFest Recycle Art Contest—Dallas area students create art from recycled products in honor of Earth Day. Winners will show their creation on the main stage and exhibit space at **Earth Day Dallas 2011**.

When you sponsor one of the events we are planning, you will receive sponsor recognition in all stage announcements, event announcements and signage for that particular event.

This an exciting year and we look forward to hearing from you with your sponsorship pledge. And don't forget to volunteer your corporate team for the School Clean-Up and let's make this Earth Day the best and greenest yet!

Regards,

Jenaie Franke
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U.S. EPA

Robert Medigovich
Keep Dallas Beautiful

Kris Sweckard
Managing Director, City of Dallas
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