

PRESS RELEASE

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EARTH DAY TEXAS LAUNCHES NEW MOBILE APP

Interactive features help Texans make every day Earth Day

Dallas (April 2, 2014) – [Earth Day Texas](#) (EDTx) is proud to announce the release of its new iPhone app, poised to engage eco-enthusiasts like never before. Now available for download in the [iTunes Apple store](#), the first-of-its kind app integrates current statewide environmental information and the latest news about Earth Day Texas 2014, April 26 and 27 at historic Fair Park in Dallas.

“We’re thrilled about the release of our new app and the many high-tech experiences that we’re bringing to EDTx 2014,” said Jerry Hess, director of operations at EDTx. “Technology is fast becoming the best way to engage and educate people about the world around them.”

The app features interactive maps detailing ozone levels, reservoir levels, and water usage guidelines that can be used year-round. The event feature of the app comes complete with a festival schedule and map, transportation and parking information, and sponsor and exhibitor lists.

The app’s release comes on the heels of EDTx’s OmniGlobe installation at NorthPark Center in Dallas. On display until April 24, the OmniGlobe is a digital, interactive sphere that brings to life our solar system and planet Earth. The OmniGlobe will next be on display at EDTx 2014 on April 26 and 27. Additionally, EDTx is partnering with Aardvark Applications to develop touchscreen games that teach children about the environment. These new games will make their debut at EDTx 2014.

EDTx is a free, two-day event featuring entertainment, education and inspiration for the whole family. As it moves into its fourth year, Earth Day Dallas, founded by Trammell S. Crow, has engaged more than 150,000 attendees. This year’s Eco Expo, which will boast approximately 800 hands-on exhibits, is the largest of its kind.

EDTx 2014 and the organization’s ongoing community outreach efforts would not be possible without the generous support of its 2014 partners including BMW of America, NBC 5, The Home Depot, Samsung, DART, Radio Disney, Sewell Automotive Companies, U.S. Trust and many others.

For more information, visit www.EarthDayTX.org.

About Earth Day Texas

Earth Day Texas (formerly Earth Day Dallas), a nonprofit organization, hosts an annual indoor/outdoor event and seeks to elevate awareness and influence the way Texans think, live and work. Each year, the event showcases the world’s largest public exhibition of environmental initiatives of business, environmental nonprofits, schools and colleges, and governmental agencies. Earth Day Texas also provides eco-friendly family activities, presents enlightening talks and hands-on workshops provided by environmental leaders and much more.

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