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PRESS RELEASE:

Live Green Expo Grows On, Mother Nature Holds Off

Going green has gone global, beginning with over 15,000 participants at the *Live Green Expo* on Saturday, April 18. As thunder clouds loomed in the distant horizon and raindrops began to fall, people lined up in record-breaking numbers to learn more about green lifestyle practices.

Saving money and reducing environmental impact were consistent themes integrated into the *Live Green Expo* which focused on all areas of living, including: water conservation and quality, energy, waste reduction, lifestyle and recreation, food and agriculture, air quality, education, green building and remodeling, and transportation.

Ed Begley, Jr., actor and environmentalist, was on hand for a keynote presentation which attracted a standing-room only crowd. "I've watched his show 'Living with Ed' for years and to finally meet him was amazing," said Josh Conley, Plano resident. "My family enjoyed his perspective and candor about gradually going green. Hopefully we can do more to save money at home and protect our resources, too."

The *Live Green Expo* debuted several new elements this year, including Food Alley, Recycling Collections One Stop Drop-Off, the Green-It-Yourself – Learn How demonstration area and the *Live Green Expo* Store. Iron Chef, Kent Rathbun of Abacus, Jasper's and Rathbun's Blue Plate Kitchen provided cooking demonstrations, along with Real Men Cook.

Popular mainstays at the event included the Compost Fair, the Eco-Fashion Event, children's activities, art show and Transportation Alley which featured recycling trucks and eco-friendly vehicles. The Green Bag Ladies gave thousands of reusable, hand-made designer shopping bags to individuals pledging to use their new bags and exchange five plastic shopping bags for the incentive.

The *Live Green Expo* is a volunteer-driven event as proven by the ocean of yellow volunteer shirts seen throughout the day. Over 600 people offered their time and talent to work with City of Plano staff and provide attendees a quality, educational, fun experience in learning green. The *Live Green Expo* was free and supported by the following sponsors: City of Plano, the cities of Allen and Richardson, DART, Kohler/Morrison Supply, News Talk 660AM/KSKY, NBC 5, Dirt Doctor, GreenCraft Builders, Star Community Newspapers, Allied Waste Services, Southwest Airlines, Profitable Green Solutions, *edible* Dallas/Ft. Worth, Pat Lobb Toyota of McKinney, Perot Systems, Rathbun's Blue Plate Kitchen, Strada Verde and TXU Energy.

Save the date! The *Live Green Expo* is scheduled for Saturday, April 17, 2010. For more information about this year's event or to participate next year as a sponsor, exhibitor, volunteer or attendee, visit www.livegreenexpo.net.

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