

**FOR IMMEDIATE RELEASE**

Plano International Festival Corp.

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**PLANO INTERNATIONAL FESTIVAL RECEIVES  
ENVIRONMENTAL AWARD FOR GREEN INITIATIVES**

***Festival Diverted over 50% of Waste from Landfill in 2008***

[August 24, 2009; Plano, TX] The City of Plano has awarded the Environmental Star of Excellence Award to the Plano International Festival for its successful program of green initiatives incorporated into the 2008 event. The annual awards are designed to recognize outstanding environmental leadership and achievement within the Plano community. The Plano International Festival was chosen as a winner in the Community category.

These awards highlight and celebrate successful local projects and organizations whose efforts have improved the community. In 2008, the Festival designed and implemented a comprehensive program to reduce the event's environmental impact, geared toward making the Festival a Zero Waste event. The Festival took the innovative approach of providing all food court vendors with 100% biodegradable plates, bowls and utensils and asking attendees to sort their trash into organic, recyclable and regular trash bins. Organic waste, including the biodegradable food service items, was then collected by the City and sent for composting. The effort was a great success—over 50% of all Festival waste was recycled and composted, resulting in a tremendous reduction in landfill waste.

“We are very excited to have won this award,” stated Festival President Graciela Katzer. “We showed that a large public event like ours can be green, and we hope that other events and organizations will follow in our footsteps.” The Festival is planning to expand upon its green initiatives for the 2009 event, set for October 10, 11:00 am to 5:00pm, in downtown Plano's Haggard Park.

The Plano International Festival is an educational and fun event for the entire family. Attendees can witness new citizens being sworn in during a naturalization ceremony, watch multicultural music and dance performances, feast on ethnic cuisine, view cultural displays, enjoy an International Art Exhibit and make crafts and play games in the children's workshop area, all while learning about the diverse cultures of the community. Admission and parking are free.

**ABOUT the Plano International Festival**

The Plano International Festival was conceived by Plano's Multicultural Outreach Roundtable (MCOR) to showcase and celebrate the many cultures represented by the people of Plano. It is designed to promote awareness of cultural diversity and facilitate communication between all cultural groups. It also serves to advance Plano's visibility and standing as an international city. The Festival is sponsored by the Plano International Festival Corporation (PIFC), a 501(c)(3) non-profit organization, and is underwritten by the City of Plano. Sponsors of the 2009 Festival include DART, Sundial Technology, EDS Credit Union, the Medical Center of Plano, H-E-B, State Farm Insurance, Capital One Bank, BancCard, L.B. Showalter, Flat World Design, EcoDallas, Plano Art Association, Tino's Mexican Restaurant, Asia World Market, New England Financial, Cisco Systems, Homewood Suites, Hilton Garden Inn, PepsiCo, Costco Wholesale and Dr. Christopher A. Parr.

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