

City of Dallas Arbor Day Celebration Highlighting the Mary Kay Ash Grove Donation and Dedication

Name of Event City of Dallas Arbor Day Celebration in partnership with the Mary Kay's "Pink Doing Green" Effort and the National Arbor Day Foundation.

Type of Event News conference

Event Date April 4, 2008, 12 Noon. Event ends at 12:30 PM

Location of Event Large green space adjacent to the Dallas Convention Center

Contact for Information Michael Hellmann, 214-670-4103

Details Partnership regarding the City's Arbor Day celebration this year on April 4th. Mary Kay, Inc. is announcing a partnership with the Arbor Day Foundation and the City of Dallas to celebrate Arbor Day. Mary Kay executives are also expected to announce a national campaign to plant 100,000 trees across the nation. As a kick off, they are donating 45, 6-10 foot Redbud trees to the City (commemorating Mary Kay's 45th anniversary this year), which will go in front of the Convention Center, to be dedicated as the "Mary Kay Ash Grove." They're also paying for the planting, irrigation, etc. and they will have volunteers there to provide much of the labor. Additionally, about two thousand members of their independent sales force will be at the Convention Center starting April 4th for a conference. The City has opted to connect its annual Arbor Day with this event. Attending the Event: Representatives of Mary Kay, Inc., including CEO David Holl; members of the Mary Kay independent sales force attending the Mary Kay Career conference at the Dallas Convention Center – most from the N. Texas region; Mayor Pro Tem Dr. Elba Garcia and other members of the Dallas City Council, as available; members of the Dallas Park & Recreation Board, as available; representatives from the National Arbor Day Foundation and local supporters of Arbor Day.

Number of people expected 30-50

Dress Attire for Event Business attire

Mayor (if available) will make a short speech and read a proclamation regarding this event and Arbor Day. If he is not available, Mayor Pro Tem Dr. Elba Garcia will read the proclamation.

Parking is available at a lot off Griffin Street directly in front of the Dallas Convention Center and adjacent to a green space behind Pioneer Plaza and adjacent to Pioneer Cemetery (picture attached).