



**THE FIFTH ANNUAL TEXAS VEGGIE FAIR PRESENTED BY EARTH DAY TEXAS
RETURNS TO DALLAS' REVERCHON PARK ON SUNDAY, OCTOBER 19**

The Free, Family and Dog-Friendly Event Celebrates Plant-based Cuisine, Healthy Green Living and Animal Welfare with Music, Speakers and Activities for All Ages

DALLAS (August, 2014) — Texas' largest statewide celebration of all things veggie, the [2014 Texas Veggie Fair](#) returns to Dallas' Reverchon Park on Sunday, October 19 between 11 a.m. – 6 p.m. This year's event, centered on plant-based cuisine, healthy green living, and animal welfare, has partnered with [Earth Day Texas](#) as presenting sponsor and features vegan food and product vendors, a local beer garden, chef demos, kids activities and speakers from across the country.

"It's really important to James Scott (TVF founder and producer) and I to continue ramping up environmental offerings and education at our event," says producer, Stephanie M. Casey. "This partnership with Earth Day is a huge step in that direction and we couldn't be more thrilled."

"Earth Day Texas and Texas Veggie Fair share a common mission – to educate people about the importance of being environmentally conscious in their everyday lives," said Michael Cain, executive director of Earth Day Texas. "That's why this partnership is a natural next step for both organizations. Our support of Texas Veggie Fair has inspired us to make sustainable food play a more integral role in our annual three-day festival coming up in April 2015. We look forward to seeing this collaboration grow and take shape in both our annual festivals."

In addition to presenting sponsor Earth Day Texas, sponsors of this year's event include Chef Demo Tent sponsor Whole Foods Market and Music Stage sponsor Pinnacle Pro Media. Other sponsors include Cedar's, Hyatt Place, The McKinney Avenue Contemporary, Mercy for Animals, Peak & Elm Cocina y Bar and Sylvia Elzafon Photography.

ABOUT THE 2014 TEXAS VEGGIE FAIR:

At [Texas Veggie Fair](#), thousands come together to celebrate, learn about and experience plant-based lifestyle options. Animal suffering, human health and the vitality of our planet are all improved with plant-based choices. 2014 will be the 5th Annual Texas Veggie Fair. The Texas Veggie Fair's mission is to bring together, educate and expand the plant-based community regionally, nationally and worldwide; display alternatives to the "norm" of destructive, violent food + product production; and provide a positive, entertaining and educational experience in a non-threatening environment. The annual, free event features vegan food and product vendors, a local beer garden, live music, chef demos, yoga, and speakers from across the country. The 2014 festival marks the fifth year for the festival and the fourth year the family and dog-friendly event will be held at Reverchon Park in Dallas. For more information, visit [TexasVeggieFair.com](#) or follow the Texas Veggie Fair on [Facebook](#), [Twitter](#) or [Instagram](#).

ABOUT THE PRODUCERS:

JAMES SCOTT, Founder and Co-producer

James Scott grew up in Grapevine, Texas but has called Dallas his home for the last 10 years. When he became vegan more than seven years ago, he was surprised by the growing number of likeminded people and wanted to be a catalyst for more change. In 2009 he founded DallasVegan.com and went on to organize the first ever Texas Veggie Fair in 2010. James' "day job" is in IT and enjoys playing ice hockey and running marathons in his spare time.

STEPHANIE M. CASEY, Co-producer

A Dallas native, Stephanie left Texas for 14 years to work in media on both coasts. Starting with NYU film school, Casey went on to work with Bill Moyers and HBO in New York before moving to Los Angeles to work with Garry Marshall, M. Night Shyamalan and others in film. She then ventured north to Portland, Oregon where she wrote, produced and toured her own music. Back in Dallas five years, Casey has been media director for In-Sync Exotics and worked as Producer for Neiman Marcus Online Creative. She created and operates Frugal Foodie Dallas and does freelance creative production + strategy. This is her second year as a producer for the Texas Veggie Fair.

MEDIA CONTACTS

BREAD & BUTTER PUBLIC RELATIONS

Josh Newton
josh@breadandbutterpr.com
(903) 314-6793

Natasha Powell
natasha@breadandbutterpr.com
(512)382-7295