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**THE STAR OF TEXAS FAIR AND RODEO NOMINATED FOR AWARD
RECOGNIZING GREEN PRACTICES**

Austin, Texas, May 20, 2010 – The Star of Texas Fair and Rodeo has been nominated for the Austin Business Journal’s Going Green Award. Although the mission is to *Promote Youth Education – Preserve Western Heritage*, the Star of Texas Fair and Rodeo also takes pride in strengthening and protecting Austin’s environment. Over the years several green programs have been implemented on the Fairgrounds and at the corporate headquarters office. The Star of Texas Fair and Rodeo has partnered with Austin companies, Organics By Gosh, Austin Energy, and Allied Waste, to fulfill its green initiatives.

The Livestock Shavings Recycling program was formed to allow the Star of Texas Fair and Rodeo to send the waste left behind by the 6,000 head of livestock to be composted at the processing center instead of dumped in a landfill. By partnering with Organics By Gosh, the animal waste and shavings, totaling an estimated 120,000 pounds, were converted into all natural fertilizer compost that is used in vegetable and flower gardens as well as for lawn maintenance. An additional benefit to the environment from this program is that less fuel and emissions were used due to the local composting and selling of the end product to local businesses rather than

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nationwide shipping.

One of the longest standing green programs at the Star of Texas Fair and Rodeo has been the participation in Austin Energy's GreenChoice Program. This program powers the corporate headquarters with clean energy from natural sources, wind and sun, instead of fossil fuels. Since this program was launched in 2005, this effort has prevented 85 tons of CO2 emissions from entering the atmosphere. The more than 300,000 Fairgrounds visitors were able to get involved with this green movement by recycling their empty cans, plates, bags, and more. There were many recycling containers located throughout the Fairgrounds. Allied Waste, a vendor and sponsor, was a fantastic partner in creating this plastics, paper and aluminum recycling program. The success of the 2010 recycling resulted in saving eight cubic yards of landfill space, 42 trees, 927 gallons of oil and 17,080 gallons of water.

Leading the effort to protect our community's environment, the Star of Texas Fair and Rodeo is proud to make efforts to include environmentally sustainable practices in the office and event operations. As leaders of the organization make future plans, they are including new and improved green programs for 2011. The Star of Texas Fair and Rodeo is proud to be associated with other local businesses and organizations also working daily to protect the Austin community through the Austin Business Journal's Going Green Awards.

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(Left) Waste from the Livestock Show was recycled into organic compost. (Right) Recycling containers were placed throughout the Fairgrounds for all fairgoers to participate in the program.

The Star of Texas Fair and Rodeo, a 501 (c)(3) non-profit organization, contributes nearly \$1.5 million annually to the youth of Texas with the help of over 2,000 volunteers, donors and sponsors. Through its acclaimed Livestock Show, Fair, and Rodeo, the Star of Texas continues to work towards the advancement of its mission, "Promoting Youth Education - Preserving Western Heritage." The Star of Texas delivers superior entertainment to the community while boasting an economic impact that exceeds \$54 million annually. Staying true to the official sport of Texas, the Star of Texas is proud to host the world's 6th largest indoor, regular season ProRodeo known as Rodeo Austin.