|  |  |  |
| --- | --- | --- |
| Description: PlugInAmericaLogo |  | Description: eaa-small |
|  |  |  |

[You can add local group(s) logo(s) here.]

**For Immediate Release**

**September XX, 2017**

Contact: [NAME], [EMAIL], (XXX) XXX-XXXX

**Benefits of Driving Plug-In Electric Vehicles Celebrated at [CITY/REGION]’s**

**National Drive Electric Week Event**

***[Brief description of key visuals or components of local event, e.g. parade, ride-and-drives, celebrity speaker, display of total # of miles driven oil-free by participants]***

**[City, State]** – Plug-in electric vehicle drivers, supporters, and intrigued local residents all attended [local event description] today to highlight the clean-air benefits, cost-savings and fun provided by electric cars, as part of the annual National Drive Electric Week.

[Paragraph description of local events including key visuals, important speakers/attendees, and EVs available for test drives, etc., e.g. “Plug-in vehicles by Nissan, GM, BMW, Mitsubishi, Ford, Honda and other automakers were available for test rides and test drives down Main Street where more than 300 local residents took part.]

“A switch to electric vehicles frees Americans from the gas pump and reduce air pollution, plus, these cars are incredibly fun, efficient and convenient to drive,” said [NAME], [TITLE at LOCAL ORGANIZATION]. “The [City/Region] Drive Electric Week event showed our community how real people are enjoying these cars without the need for oil.”

[City/Region]’s event is one of more than X across the country where electric vehicle owners, government and community leaders are holding electric car parades, “tailpipe-free” tailgate parties, ride-and-drives, and other public events.

[Insert second quote from event speaker or notable person attending the event, e.g. public health official talking about decreased smog, soot, air pollution, auto company spokesman/dealer talking about what EVs mean for economic growth/jobs, public health official talking about decreased smog, soot, air pollution, etc.]

[Groups organizing local event] and [Local sponsors] teamed up with National Drive Electric Week national organizers, Plug In America, the Sierra Club, and the Electric Auto Association to put on today’s [city/regional event]. The Nissan LEAF® is the exclusive national automotive sponsor.

**For more information about [City/Region] Drive Electric Week, visit: [local event page link]**

**For a complete list of National Drive Electric Week events, visit:** [**driveelectricweek.org**](https://driveelectricweek.org/)

***###***

***About Plug In America:*** *Plug In America is the nation’s leading independent consumer voice for accelerating the use of plug-in electric vehicles in the United States. Formed as a non-profit in 2008, Plug In America provides practical, objective information collected from our coalition of plug-in vehicle drivers, through public outreach and education, policy work and a range of technical advisory services. Our expertise represents the world’s deepest pool of experience of driving and living with plug-in vehicles. The organization conceived National Drive Electric Week and has advanced workplace charging by pioneering ride-and-drive events at such leading corporations as Google, Mattel and Paramount Pictures. We drive electric. You can too.* [*pluginamerica.org*](https://pluginamerica.org/)

***About the Sierra Club:*** *The Sierra Club is the nation’s oldest and largest grassroots environmental organization with more than 2.4 million members and supporters and chapters in all 50 states. The Sierra Club’s national Electric Vehicles Initiative advocates for a switch to EVs as one important way to reduce emissions and cut oil consumption. Sierra Club is proud to have been one of the three national groups organizing National Drive Electric Week since its inception in 2011.* [*www.sierraclub.org/EVGuide*](http://www.sierraclub.org/EVGuide)*.*

***About the Electric Auto Association:*** *The Electric Auto Association,**formed in 1967, is a nonprofit educational organization with 75 chapters worldwide that promotes the advancement and widespread adoption of electric vehicles.* [*www.electricauto.org*](http://www.electricauto.org/)*.*