|  |  |  |
| --- | --- | --- |
| [Description: PlugInAmericaLogo](http://www.pluginamerica.org/) |  | [Description: eaa-small](http://www.electricauto.org/) |

|  |  |  |
| --- | --- | --- |
|  |  |  |

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

**Media Alert [DATE of sending advisory to reporters, about two weeks, then 3 days before event]**

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

**[CITY/REGION] Takes Part in National Drive Electric Week with [EVENT]**

**WHAT:** [Thousands, hundreds or dozens] of [City/Region] electric vehicle drivers and enthusiasts will [describe key visuals or components of local event, e.g. parade along Main Street, ride-and-drives, elected officials, proclamations, celebrity speaker, total # of miles driven oil-free by participants], to highlight the clean-air benefits and cost-savings of electric cars during the week of [dates]. The event is part of the fifth annual National Drive Electric Week.

[Insert further brief description of event, e.g. “Plug-in vehicles by Nissan, GM, Mitsubishi, Toyota, Ford, Honda and other automakers will be available for test ride-and-drives, and EV chargers and products will be on display. So-and-so politician will present a proclamation naming date National Drive Electric Week in your city.]

[City/Region]’s event is one of more than 200 across the country (and around the world) where electric vehicle owners and their neighbors will hold electric car parades, “tailpipe-free” tailgate parties, recognition of leaders promoting EVs, launches of new public EV charging stations and other public events.

**WHEN:** [Day of week], September [9-17], 2017

**WHERE:** [address/description of where the event is taking place]

**VISUALS:** [describe 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]

**WHO:** [names and titles of speakers/notable people attending event]

[Groups organizing local event] is organizing the [city/regional event].[Local sponsors] are local sponsors. Plug In America, the Sierra Club and the Electric Auto Association are national organizers. The Nissan LEAF® is the exclusive national automotive sponsor.

**For a complete list of National Drive Electric Week events, visit:****driveelectricweek.org**

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

***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/)*.*

#####