



## Media Alert: Monday, September 11, 2017

### Contact:

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### Baton Rouge Takes Part in National Drive Electric Week

*Press Conference at 11:30AM under the media beacon in North Blvd. Town Square*

**WHAT:** Louisiana electric vehicle owners and enthusiasts will display their EVs around the media beacon in downtown Baton Rouge in North Blvd Town Square and LDEQ Secretary, Dr. Chuck Carr Brown will headline at an 11:30AM press conference to highlight the clean-air benefits and cost-savings of electric cars on Thursday, September 14<sup>th</sup>. The event is part of the fifth annual National Drive Electric Week (#NDEW2017).

Owners of Plug-in vehicles by Nissan, GM, BMW, Tesla, will be available to share their experiences driving and owning their electric cars and maps of local EV chargers will be on display. Dr. Brown will present at a press conference on the town lawn to discuss the state's plans for the VW Settlement funds and his desire to add electric vehicles to the state's fleet. "We have to consider all alternatives in our effort to decrease emissions and further improve air quality. With advances in technology that have improved performance and increased driving range, electric vehicles must be part of our strategy", says Dr. Brown.

Ann Vail Shaneyfelt, Executive Director of Louisiana Clean Fuels also shares her excitement over the progress that EVs have made in 2017, "Its an exciting time for the electric vehicle market. Automakers are producing more affordable models with longer ranges that are approaching that of conventional gas vehicles. Its no surprise that electric vehicle sales have risen 37% this past year."

Baton Rouge's event is one of more than 200 across the country (and around the world).

**WHEN:** Thursday, September 14, 2017 | 11AM – 2PM with Press Conference at 11:30AM

**WHERE:** Downtown Baton Rouge's North Blvd Town Square

**WHO:** Ann Vail Shaneyfelt, Executive Director of Louisiana Clean Fuels & Dr. Chuck Carr Brown, LDEQ Secretary

Louisiana Clean Fuels is organizing the Baton Rouge event with local support from the City of Baton Rouge, the Louisiana Departments of National Resources and Environmental Quality. 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](http://driveelectricweek.org)**



For more information about the Baton Rouge Drive Electric Week, visit:  
<https://driveelectricweek.org/event.php?eventid=1004>

**About Louisiana Clean Fuels:** LCF is a [US Department of Energy Clean Cities Coalition](#), supported by the [Louisiana Department of Natural Resources](#) and member organizations. By providing fleets with objective data, technical resources and the right connections, we can help both public and private fleets find reliable alternative fuel vehicles that will stabilize or lower their fuel cost.

The mission of Louisiana Clean Fuels, Inc. is to advance the nation's environmental, economic and energy security by supporting local actions to diversify transportation fuel options. As a member of the Department of Energy's [Clean Cities](#) Program, LCF strives to achieve its goals by employing a variety of strategies which include: promoting and implementing the use of alternative fuel vehicles, fuel blends, increased fuel economy, hybrid vehicles, and idle reduction technologies. [www.LouisianaCleanFuels.org](http://www.LouisianaCleanFuels.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](http://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).

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