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## MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

Tuesday, September 17, 2013

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### Sierra Club Celebrates Clean Transportation Leaders on National Plug In Day

**Waukesha** - On Saturday September, 28, 2013 [Plug In America](#), the [Sierra Club](#), and the [Electric Auto Association](#) will celebrate [National Plug In Day](#), a nationwide celebration aimed at increasing awareness about the environmental benefits and widespread availability of today's plug-in vehicles, including all-electric and plug-in hybrid electric cars, trucks, motorcycles, and more. This third annual celebration will take the form of simultaneous electric vehicle (EV) events occurring in over 75 cities coast-to-coast.

**What: National Plug In Day**

**When: Saturday, September 28, 1:30 PM - 3:30 PM**

**Where: Marshall Auto Body**, 22300 W. Bluemound Rd in Waukesha, Wisconsin ([map](#))

**Details:** We will present clean transportation leadership awards to the **Marshall Auto Body** (for being an electric charging site and investing in solar); to **ElectricCharge Mobility** (for selling EV charging stations and promoting EVs); and **the Milwaukee Office of Sustainability** (for installing electric charging stations in [public locations](#) and promoting transit, biking and walking). Attendees can walk, bike or drive to the event and park on-street, at Marshall Auto Body, or at Plastic Surgery Associates across the street. Following awards, we are working to line up local dealers to offer EV test drives for interested attendees. Businesses that will attend the event include Zero & Brammo Motorcycles, Boucher Chevrolet of Waukesha, ElectricCharge Mobility, and H&H Solar Energy Services. This free, fun, family-friendly event is open to all, and it will feature an area for kids to play with toy cars, and a chance for area electric car owners to showcase their vehicles to other attendees.

[Electric Vehicles offer many benefits](#), including driving down demand for oil (American passenger vehicles use 121 billion gallons per year); lowering greenhouse gas emissions ([even in areas that rely heavily on coal](#)); creating jobs for companies that manufacture and sell electric vehicles and charging stations; and reducing vehicle maintenance costs, since EVs have no engine, transmission, spark plugs, valves, fuel tank, tailpipe, distributor, starter, muffler, or catalytic converter. **Members of the media should RSVP to: Shahla Werner at [shahla.werner@sierraclub.org](mailto:shahla.werner@sierraclub.org) or Elaine Williams at [elaine@marshallautobody.com](mailto:elaine@marshallautobody.com).**

*Founded in 1892 by John Muir, the Sierra Club is America's oldest, largest and most influential grassroots environmental organization, striving to explore, enjoy, and protect the wild places of the earth; to practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out those objectives. The John Muir Chapter is made up of 15,000 members and supporters working to promote clean energy and protect water & land resources in Wisconsin. Marshall Auto Body offers EV charging, with an HPWC and Clipper Creek CS-100 charger available 24/7 at no cost. Marshall is trained in aluminum structural vehicle repair. They are the only authorized Tesla Motors repair facility in Wisconsin and the first of 4 shops in the US invited to participate in a 2 week certification program by Tesla Motors at their California facility.*

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