



PRESS RELEASE

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National Plug In Day Celebrates Electric Vehicles in Monona

Monona - On Sunday September, 23, 2012 dozens of Wisconsinites enjoyed sunny autumn weather while celebrating National Plug In Day at the Aldo Leopold Nature Center in Monona. This event was one of 60 simultaneous EV (electric vehicle) activities held across the nation. The Sierra Club, Plug In America, and the Electric Auto Association created the event in 2011, aimed at increasing awareness about the environmental benefits and widespread availability of today's plug-in vehicles. Monona's event featured clean transportation awards and showcased several Nissan Leafs and Chevy Volts.

The Sierra Club's John Muir Chapter presented clean transportation leadership awards at the event and discussed the Obama Administration's new vehicle standards finalized in August, requiring automakers to achieve an average of 54.5 miles per gallon by 2025. Over the lifetime of vehicles produced under the full National Program (the 2012-2025 vehicles), consumers will save about \$1.7 trillion at the gas pump, America will cut oil use by 12 billion barrels, and we will keep 6 billion metric tons of carbon pollution out of the atmosphere. "These new standards won't just reduce climate change emissions and save vehicle owners money on gas, they will also decrease the need for risky offshore oil drilling and tar sands oil," said Shahla Werner, Director, Sierra Club – John Muir Chapter.

Senator Mark Miller, (D, Monona) presented an award to Alanna Medearis, Manager of Marketing and Audience Development for the Aldo Leopold Nature Center (ALNC), for hosting an electric charging station. Miller talked about how the community made a smart choice by voting 2 to 1 to preserve the land that the ALNC is built on. He also highlighted the fact that the Aldo Leopold Nature Center also offers some of the most cutting edge exhibits on climate change and sustainability in the country. Monona Mayor Bob Miller then presented an award to Don Peterson, Executive Director of Energy Products and Services for MG&E for providing a public network of 26 electric vehicle charging stations throughout Dane County. Mayor Miller praised the utility for all they've done to expand clean energy throughout their service territory. Dane County Supervisor Robin Schmidt presented the final award to Dale Ingebretson, a Sales and Leasing Consultant for Zimbrick Nissan Eastside for promoting and selling the Nissan Leaf. Schmidt reminded the crowd that electric vehicles are only part of the clean transportation solution, and that Dane County still needs the ability to form RTAs (regional transit authorities) in order to raise dedicated transit funds that will provide quality transit service and reduce the need to drive.

Founded in 1892 by John Muir, the Sierra Club is America's oldest, largest and most influential grassroots environmental organization. The Sierra Club's mission is 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 Sierra Club – John Muir Chapter is made up of 15,000 members and supporters working to promote clean energy and protect water resources in Wisconsin.

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