

Earth Day Goes Electric



The Event registration count for the first annual Drive Electric Earth Day (DEED) has broken 100 events across the country, from Juno Alaska to Waterville, Maine. The excitement of connecting Earth Day events with EV showcases is even appearing up in Canada and beyond the continent in Jamaica, Hawaii, and New Zealand.

Members of Plug In America, the Sierra Club and Electric Auto Association will give environmentally focused communities the opportunity to connect their Earth Day events with zero emission vehicles demonstrating how clean vehicles can help fight climate change and clean the air. Community organizations, businesses, utilities and government entities can incorporate EV showcases, test drives, and speakers to expand their events with actions individuals can take today for clean air.

EV owners across the country are teaming Earth Day event organizers to show electric vehicles are where green meets fun, clean air saves money and quiet brings performance.

Want to help with an event? Go to our DEED events page [<https://driveelectricearthday.org/events.php>] to see if there's one near you, then go to the volunteer

page [<https://driveelectricearthday.org/volunteer.php>] to offer your assistance.

If there aren't any events registered nearby, it's easy to team up with any local community group, business, workplace, utility or government entity that is planning an Earth Day event some time in April. These can be very simple displays with one or two EVs, or scaled up to 30 EV's with a Ride and Drive activity.

Not only are Earth Day event hosts generally excited to include EVs, but DEED will provide the tools to help make a showcase successful and fun to do. EV owners can get started by checking on the short webinar "Drive Electric Earth Day - How to Participate" [<https://www.youtube.com/watch?v=ol5TLahTbWY&feature=youtu.be>] and the EAA Event Coordination Webinar. [<https://zoom.us/recording/play/2cHUSggLxABMaT-fQx1BaFimyY67heBG2vyiZVZAYINKd4YzPgr8-HahurZ9Fct8?continueMode=true>]

Once you register as an Event Captain you'll be a member in a community of Drive Electric Earth Day volunteers sharing ideas and answering questions. As an EAA member you you can download the Event Coordinator's Handbook in the Document library under the Chapter Toolkit folder.

