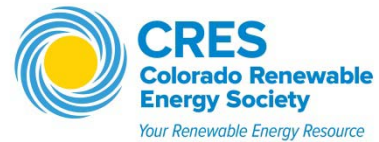


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GOV. HICKENLOOPER PROCLAIMS MAY 17, 2012, ELECTRIC VEHICLE DAY IN COLORADO

**COLORADO RENEWABLE ENERGY SOCIETY HOSTS ELECTRIC AVENUE,
AN ELECTRIC VEHICLE SHOWCASE, MAY 16-17, 2012**

DENVER, CO April 18, 2012—The [Colorado Renewable Energy Society](#) (CRES) today announced it will host a showcase of electric vehicles (EVs) and EV technology in downtown Denver, May 16-17, 2012. Located at 14th St. and California St., CRES' [Electric Avenue](#) is free and open to the public from 7:30 a.m. to 5:30 p.m. The event highlights CRES' continuing outreach and collaboration with a range of organizations throughout the region to educate and promote clean cities, renewable energy and energy efficiency. Governor Hickenlooper proclaimed May 17th as Electric Vehicle Day in Colorado in recognition of CRES' Electric Avenue and the American Lung Association's other Project FEVER (Fostering Electric Vehicle Expansion in the Rockies) events.

Electric Avenue will be adjacent to the [World Renewable Energy Forum \(WREF\)](#), which will be held at the Colorado Convention Center in Denver, May 13-17 2012. The forum is estimated to attract 4,000 participants from around the world, including those attending [Showcase Colorado](#), a 16-session track organized by CRES. With WREF attendees and over 100,000 downtown workers and visitors who pass that location every day, Electric Avenue is expected to draw a significant number of visitors. This event gives sponsors the opportunity to showcase EVs and EV supply equipment to an international audience, many of whom are "early adopters."

"This event provides a great opportunity for people to get their first hands-on experience with an EV," said Lorrie McAllister, CRES executive director. At Electric Avenue, Coloradans and visitors from around the world will have the opportunity to learn about EVs and EV charging technologies. We encourage curious consumers to come and kick the tires and perhaps take a test drive."

CRES' Electric Avenue is one of several EV-related events sponsored in part by the American Lung Association and administered by Denver Clean Cities Coalition. Over 80 Colorado organizations have come together under the banner of Project FEVER (Fostering Electric Vehicle Expansion in the Rockies). This broad, wide-ranging coalition includes educational institutions, municipalities, transit agencies, private industries, other state agencies, regional partners, subcontractors and utilities. The event is being sponsored by ECotality, a leader in EV charging technology. Denver's Channel 7 will also be onsite to film the event for their afternoon broadcast.

For information on how to participate in Electric Avenue, contact Brandon Williams, CRES Electric Avenue Chair, b.williams@cres-energy.org or 720-938-6614.

About the Colorado Renewable Energy Society

The Colorado Renewable Energy Society (CRES) is a statewide, non-partisan, non-profit 501(c)(3) membership organization leading Colorado and its people to an energy efficient and renewable energy economy, by advancing education, policy and economic development. For more information, go to www.cres-energy.org

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