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FOR IMMEDIATE RELEASE
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Press Release

RMLD Invites Customers to Attend Free Electric Vehicle Ride and Drive Event

WHEN: Wednesday, September 13, 2017, 3:00pm – 6:30pm

WHERE: 200 Ballardvale Street, Wilmington

Wilmington, MA – In recognition of National Drive Electric Week (September 9-17), Reading Municipal Light Department (RMLD) invites customers to attend a free Ride and Drive event on Wednesday, September 13th from 3:00pm to 6:30pm at 200 Ballardvale Street, Wilmington. Attendees are invited to view and test drive (or ride) an assortment of plug-in vehicles from local automobile dealers. Information about charging stations, electric vehicle incentive programs, and RMLD rebate programs will also be available. Local electric vehicle owners will also be in attendance to offer insider reviews and commentary. This is a family friendly event featuring free snacks, games, and music.

RMLD's event is one of more than 100 National Drive Electric Week events across the country. For a complete list of events, visit driveelectricweek.org. For more information about Reading Municipal Light's Drive Electric Week, visit: <https://driveelectricweek.org/event.php?eventid=905>.

Special thanks to Transwestern, OSRAM, and Griffith Properties for hosting and supporting the event. Plug In America, the Sierra Club and the Electric Auto Association are national organizers. The Nissan LEAF® is the exclusive national automotive sponsor.

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

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.

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.electriconline.org.

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