



Creating a Sustainable Transportation & Energy Future for the 21st Century

www.AltWheels.org

For Immediate Release

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2007 AltWheels Festival Aims to Attract Thousands with Latest in Transportation and Energy Alternatives

What: One-stop shopping for transportation and energy solutions to unclog our roads, reduce our dependence on oil, cut our greenhouse-gas emissions and generally inspire people to protect and preserve our environment.

Where: Boston City Hall Plaza

When: Friday, September 28 9:00 a.m. to 7:00 p.m.
Saturday, September 29 10:00 a.m. to 6:00 p.m.

Cost: Free

Boston, MA— September 3, 2007: From the latest in hybrid vehicles to vehicles running on used cooking oil, the 5th Annual *AltWheels Alternative Transportation & Energy Festival* is expecting a record number of attendees on Boston's City Hall Plaza for two days of fun, displays, and information on Friday and Saturday, September 28 and 29.

This year's booths and displays include information on sustainable transportation, green building, alternative energy, as well as the innovative *Energy "Freedom Trail"*[®] with more than 30 stops on how to create a more sustainable world. In 2006, more than 20,000 people attended the AltWheels Festival, the East Coast's largest alternative transportation festival. The theme for this year's festival will be celebrating Green Pioneers and Regional Heroes.

Displays of the latest alternative-fueled and high-efficiency vehicles

This year, AltWheels, is featuring a display of more than 70 different technology vehicles that beat the high costs and pollution associated with traditional gasoline and diesel-powered vehicles from grassroots vehicles to million-dollar, fuel-cell prototypes.

Featured exhibits include:

- Explore the latest technology, including million-dollar, one-of-a-kind prototype vehicles such as the fuel-cell hybrid electric Ford Edge HySeries Drive™ as well as grassroots exhibits.
- Talk to owners of “grease cars,” vehicles that have been converted to run on used vegetable oil.
- Watch biodiesel being made before your eyes.
- Learn how ordinary hybrid cars can get 70 miles per gallon.
- Calculate your environmental footprint, and learn about 30 steps you can take to reduce it on the Energy “Freedom Trail”®.
- REI free bike repair tent and bike exhibits.
- Free compact fluorescent bulbs for the first 500 people who come each day.
- Browse the onsite Borders sustainability bookstore.
- Two live bands: Cocabanana and Kevin Connelly.
- Meet Regional Heroes and Green Pioneers leading their organizations, communities and beyond.
- Alternative-energy displays, including wind turbines and solar panels.
- Many activities for kids, including onsite interactive exhibits from the New England Aquarium and The Museum of Science, face painting and more.
- Sustainable food.
- Segway demonstrations.

“We’re thrilled the City of Boston and Mayor Tom Menino have invited AltWheels back to City Hall Plaza,” said Alison Sander, founder of AltWheels. “The good news is that many inventors, companies and community organizations are creating real-world alternative-transportation solutions that are available now, and consumers are responding. High energy costs and the growing will to head off global climate change are driving more companies and consumers to look for cleaner, healthier technologies. We thank everyone who came last year to make history and explore the *Energy ‘Freedom Trail’*® at AltWheels!”

For more information on the 2007 AltWheels Alternative Transportation & Energy Festival and opportunities for sponsoring or exhibiting at the 5th Annual AltWheels Festival, which will be held September 28-29, 2007 on Boston City Hall Plaza, please e-mail marty@classic-communications.com, visit www.AltWheels.org, or call 617-868-1582.

AltWheels 2007 Schedule of Events

- **AltWheels Alternative Transportation & Energy Festival:** Boston City Hall Plaza, **Friday, Sept. 28**, 9 a.m. to 7 p.m., and **Saturday, Sept. 29**, 10 a.m. to 6 p.m.
- **Fleet Day:** Larz Anderson Auto Museum, Brookline, **Monday, Oct. 1**, 8:30 a.m. to 1:30 p.m. followed by optional test drives. *By invitation only*

Photos Available Upon Request

www.AltWheels.org

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