

# Media Advisory/Press Conference



“How Floridians Can Drive Their Way to Economic, Environmental and Energy Security”

**What:** Launch of the Florida FFV Awareness Campaign, Florida’s First FFV Rally, and IndyCar Race education and outreach campaign. [http://www.flexiblefuelvehicleclub.org/FFV\\_Indy.asp](http://www.flexiblefuelvehicleclub.org/FFV_Indy.asp)

**When & What Time:** Thursday October 8, 2009. Remarks at 10:30 am. E85 for 85¢/gal and IndyCar Race Ticket giveaway from 11am to noon. Meet IndyCar Race Driver Mario Moraes from 11am to 11:40 am.

**Where:** The Midway U-Gas location at 210 NW 79th Avenue, Miami 33126

## Brief Remarks

Welcoming Remarks: Ignacio Urbieto Jr. P. E., President, Urbeita Oil, the largest E85 retailer in South Florida

“Urbeita Oil is proud to be a supporting organization of the state-wide driver education camping to help consumer understand the personal value of using higher blends of ethanol in their FlexFuel Vehicles (FFV). The benefits of using and producing ethanol are well documented and have positive impacts on their personal economic, environmental and energy security of our customers. The Florida FFV Awareness campaign will help create sense of pride for FFV owners as the FFV decals will be distributing will allow them to be recognized by their community for their contribution to their state and our country. Urbeita Oil has invested a tremendous amount of human and financial resources to support the nation’s goals to reduce oil imports and meet the goals of the national renewable fuel standard. In addition to having a lot of fun with IndyCar Race ticket give-away and E85 fuel discounts at the rally, we feel we are doing our part to help protect and support the needs of our customers,”

Creating Fuel Choice and Meeting the Changing Demands of Florida Drivers: Todd Garner, Managing Partner, Protect Fuel Management, largest wholesale provider of E85 in South Florida.

The Brazilian Experience: Turning Gasoline into an Alternative Fuel, Joel Velasco, Chief Representative, North America, Brazilian Sugarcane Industry Association (UNICA)

The Florida FFV Awareness Campaign: Driving a Path to 2<sup>nd</sup> Generation Biofuels, Burl Haigwood, President, FlexFuel Vehicle Club of America.

IndyCar Race Representative: Invited, TBD,

Florida State Government Representative: Invited, TBD

**Ladies and Gentlemen – Start [Checking] Your [FFV] Engines! You Could Already Be a Winner**



**Background and Additional Information:** State and local biofuel stakeholders have been invited to attend and speak. Participation is still being confirmed, but there will be others biofuel stakeholders in attendance and available for interviews.

National FFV Awareness Project: <http://www.flexiblefuelvehicleclub.org/awarenessprogram.asp>

Florida FFV Awareness Project: <http://www.flexiblefuelvehicleclub.org/awarenessprogramFL.asp>

IndyCar Promotions/FFV Rally/Unica/Event Press Release:

<http://www.flexiblefuelvehicleclub.org/PDFs/FFVFlorida.pdf>

For More Information: [burl.haigwood@flexiblefuelvehicleclub.org](mailto:burl.haigwood@flexiblefuelvehicleclub.org)