



## **News Media Advisory for Saturday, Sept. 22, 2012**

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### **Electrify Heartland to Attend Lawrence Energy Conservation Fair In Support of Westar Energy's ElectroGo Electric Vehicle Initiative**

LAWRENCE, Kan. --- [Electrify Heartland](#), an electric vehicle planning project managed by Kansas City, Mo.-based Metropolitan Energy Center, will host an information booth at the [12<sup>th</sup> Annual Lawrence Energy Conservation Fair](#) on Saturday, Sept. 22. Electrify Heartland next month will release a comprehensive “grid to garage” plan for electric vehicles and charging stations for a 14-county area spanning Missouri and Kansas, including Douglas County.

The 12<sup>th</sup> Annual Lawrence Energy Conservation Fair also will include an electric vehicle ride-and-drive event sponsored by [Westar Energy's ElectroGo](#), which encourages consumer and business adoption of electric vehicles among its 687,000 customers.

The ElectroGo ride-and-drive will enable fairgoers to drive a new [Chevy Volt](#), [Nissan Leaf](#) or [Mitsubishi MiEV](#), and to learn more about how electric vehicles complement today's lifestyles and can save owners up to \$1,500 each year on gas and maintenance.

“Electric vehicles have the potential to not only reduce ground-level ozone and greenhouse gas emissions, but also ensure our nation's energy security by using domestic energy resources produced right here in Kansas,” said Ruth Redenbaugh, Electrify Heartland

project manager. “Electrify Heartland applauds Westar Energy and its ElectroGo program for placing a spotlight on the many benefits of electric vehicles.”

The City of Lawrence Waste Reduction and Recycling Division’s 12th Annual Lawrence Energy Conservation Fair will be held at Holcom Park Recreation Center, located at 2700 W. 27<sup>th</sup> Street, from 10 a.m. to 4 p.m. on Saturday, Sept. 22.

Westar Energy has been a long-time advocate for electric vehicles, joining other electric utilities in supporting the 2009 Edison Electric Institute (EEI) initiative to create the infrastructure to support the full-scale commercialization and deployment of plug-in electric vehicles (PEVs). Westar Energy has installed 16 public electric vehicle charging stations in its service area.

#### About Westar Energy

*Westar Energy, Inc. (NYSE: WR) is Kansas’ largest electric utility. For more than a century, it has provided Kansans the safe, reliable electricity needed to power their businesses and homes. Every day Westar’s team of professionals takes on projects to generate and deliver electricity, protect the environment and provide excellent service to its nearly 700,000 customers. Westar has 7,100 MW of electric generation capacity fueled by coal, uranium, natural gas, wind and landfill gas. The utility is also a leader in electric transmission in Kansas. Its innovative customer service programs include mobile-enabled customer care, a smart meter pilot project and paving the way for electric vehicle adoption. Its employees live, volunteer and work in the communities they serve.*

*For more information about Westar Energy, visit us on the Internet at <http://www.WestarEnergy.com>. Westar Energy is on Facebook: [www.Facebook.com/WestarEnergyInc](http://www.Facebook.com/WestarEnergyInc) and Twitter: [www.Twitter.com/WestarEnergy](http://www.Twitter.com/WestarEnergy).*

#### About Electrify Heartland

*Electrify Heartland is an electric vehicle planning project managed by the Metropolitan Energy Center to create a plan for electric vehicle and charging infrastructure preparedness in Greater Kansas City; Wichita, Salina, Topeka and Lawrence, Kan.; and Jefferson City, Mo. The planning area covers 14 counties and a population of 2.7 million people. Electrify Heartland is supported by funding from U.S. Department of Energy Award EE-0005551, “Kansas – Missouri Community Readiness for EV and EVSE.”*

*Electrify Heartland is led by a Steering Committee comprised of members from Metropolitan Energy Center, Black & Veatch, Polsinelli Shughart PC, IBEW Local 124, the Kansas City Joint Apprenticeship and Training Center, Kansas City Kansas Community College, Johnson County Community College and the University of Missouri-Kansas City.*

#### About the Metropolitan Energy Center

*The Metropolitan Energy Center (MEC) is a Missouri not-for-profit organization. Founded in 1980, its mission is to help create resource efficiency, environmental health and economic vitality in the Kansas City Metro. MEC is a catalyst for community partnerships focused on energy conservation. It works through a variety of educational and training programs, including Kansas*

*City Regional Clean Cities Coalition, Home Performance, Project Living Proof and EnergyWorks KC. Every energy dollar conserved through MEC's work remains available for investment in the local economy.*

*MEC was awarded more than \$17 million in federal grants in recent years and is a partner in other multi-million-dollar projects in Kansas and Missouri. MEC has been the recipient of many awards recognizing its contribution to energy conservation and was host of the national Affordable Comfort Conference in 2003 and 2009. For more information, please visit [www.kcenergy.org](http://www.kcenergy.org).*