

Media Release

For immediate distribution

(April 22, 2022)

Lung Association celebrates Earth Day with launch of Drive Electric Atlantic: a region-wide project to promote awareness of zero emission vehicles

Lung Association spearheading EV awareness and education as a key component to improving air quality and acting on climate change.

Fredericton, New Brunswick. The New Brunswick Lung Association is pleased to announce the launch of Drive Electric Atlantic – a region-wide project to promote awareness of zero emission vehicles. The project is kicking off today in Saint John, New Brunswick at the Saint John Home Show.

The Lung Association's concern with internal combustion engines is twofold: tailpipe pollution is hazardous to health (especially lung health), and greenhouse gas emissions contribute to climate change which is contributing to a growing public health crisis.

Drive Electric Atlantic is a region-wide awareness initiative including EV showcase events across Atlantic Canada, and a public education campaign highlighting the environmental and health benefits of EVs over internal combustion engines.

“We understand that Atlantic Canadians are questioning whether an EV can suit their lifestyle. Range and charging are some of the most common hesitations we encounter. We will be road tripping around Atlantic Canada in a fully electric vehicle over the coming months and videoblogging the experience to demonstrate that EVs are a viable option in our area” said Alyse Wilton, Manager of Community and Environmental Health Programs at the New Brunswick Lung Association.

Adapting to a new technology can be challenging. To help overcome that barrier, the New Brunswick Lung Association is providing education and first-hand experience driving an EV through a number of showcase events this spring and summer. The events will feature test drives, presentations from local EV experts, and community organizations working in the fields of electrification, energy efficiency, and environmentalism as well as speakers from local EV experts.

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Additional Resources:

<https://www.driveelectricatlantic.ca/>
<https://www.facebook.com/DriveElectricRoulezElectrique>
<https://twitter.com/DrvElectricAtl>

Quotes:

“Electric vehicle adoption is critical to reducing our greenhouse gas (GHG) emissions, promoting cleaner air for everyone”

-Melanie Langille, President and CEO of the New Brunswick Lung Association.

“When you can’t breathe, nothing else matters”

-Alyse Wilton, Manager of Community and Environmental Health Programs at the New Brunswick Lung Association

Background:

The New Brunswick Lung Association co-chairs the New Brunswick Electric Vehicle Advisory Group (EVAG). EVAG is a multi-stakeholder group with a mandate to promote electric vehicle adoption in New Brunswick.

The New Brunswick Lung Association is pleased to be the recipient of a Zero-Emission Vehicle Awareness Initiative grant from Natural Resources Canada to support the Drive Electric Atlantic project, expanding our successful New Brunswick EV awareness campaign to the broader Atlantic Canadian region.

The Drive Electric Atlantic team will host a number of EV showcase events in the region, including opportunities for the public to test drive a variety of EV models.

EV showcase events scheduled:

May 28-29	Dieppe, NB. Arthur-J-LeBlanc Arena, 432 Chem. Melanson
June 12	St. John’s NL. (in partnership with Take Charge NL), St. John’s Farmers’ Market, 245 Freshwater Road, St. John’s, NL
July 16-17	Fredericton, NB. Capital Exhibition Centre, 355 Smythe St,
August 20	Summerside PE. Credit Union Place Arena, 511 Notre Dame St,
TBD	Saint John NB. TBD

To advertise your EV awareness event, or to request the Drive Electric team at your community event, contact us at 506-455-8961 ext. 115 or DriveElectric-RoulezElectrique@nb.lung.ca