



News Release

FOR IMMEDIATE RELEASE

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BLUE PLANET FOUNDATION PROMOTES FUEL EFFICIENT CARS WITH PROVEN CONCEPT - FREE TIRE PRESSURE GAUGES

The recession may put a new hybrid out of reach for many buyers right now, but the Blue Planet Foundation – a Hawaii-based non-profit dedicated to ending our dependence on fossil fuels – will offer 2009 First Hawaiian Auto Show attendees a tried, true and recession-friendly tool for making every car greener: a tire pressure gauge.

“Ending our dependence on fossil fuels isn’t just a cool concept for a showroom display or a distant future,” said Jeff Mikulina, executive director of the Blue Planet Foundation. “We can start now by making sure our tires are properly inflated. Properly inflated tires can improve a car’s fuel efficiency by up to three percent. If everyone in Hawaii drove on properly inflated tires we could save upwards of 15 million gallons of gasoline annually.”

“This is a perfect solution for the times. It’s cheaper to put air in your tires than gas in your tank,” Mikulina added. Blue Planet Foundation staff and volunteers will hand out tire pressure gauges and energy information at its booth in the convention center lobby.

About Blue Planet Foundation

The Blue Planet Foundation, a non-profit 501(c)3 organization formed in 2007, seeks to end the use of fossil fuel on Earth, starting by making Hawaii a global model for clean energy solutions. For more information , visit www.blueplanetfoundation.org.