

For Immediate Release

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Calling All Filmmakers, Videographers, Anyone with Camera: Create Best Videos Illustrating *Drive Smarter Challenge* Fuel Efficiency Tips; Win \$5,000 Cash, VIP NASCAR, Indy Race Passes, Michelin Tires
www.DriveSmarterChallenge.org/contest

Washington, D.C., August 17, 2009 - Let the cameras roll, and let the creativity flourish! Want to get a shot at winning \$5,000 and putting your video before a potential audience of millions? Have we got a contest for you! It's the *Drive Smarter Challenge* video contest.

Filmmakers and videographers with a yen to put their work on the map and on the Web are invited to submit a two-minute video illustrating one or more of the *Drive Smarter Challenge* campaign's [gas- and money-saving tips](#) to compete for a \$5,000 grand prize.

The first 80 entrants whose videos meet the contest criteria will receive a \$25 ExxonMobil Gift Card and a Car Care Council Car Care Guide.

The online video contest is a new feature of the award-winning *Drive Smarter Challenge* fuel-efficiency campaign sponsored by the Alliance to Save Energy and 16 other diverse nonprofit, governmental, trade association, and for-profit partners. The contest runs from August 17 through September 20, 2009 by 11:59 pm EDT.

All eligible videos will be posted on the *Drive Smarter Challenge* website. Once the contest judges select the finalists, the public will vote for the winners of these prizes:

- **Grand Prize:** \$5,000
- **Second Prize:** Choice between one VIP NASCAR Race Package (two tickets and two garage/pit passes to a NASCAR race event) or one VIP Indy Racing League Package (two tickets and two garage/pit lane passes to an Indy race event, plus a ride in a specially modified Indy car driven by a pro driver);
- **Third Prize:** Whichever prize package hasn't been selected by the second prize winner (either the VIP NASCAR Race Package or the VIP Indy Racing League Package);
- **Fourth Prize:** Transportation Efficiency Package: A set of 4 Michelin Energy Saver All Season Tires (or comparable tires for the winner's vehicle), one-year AAA membership, and two Silver Spoke League of American Bicyclists memberships.

Along with encouraging consumers to exercise their creativity, the video contest will further the fuel-efficiency campaign's goals of helping drivers save money at the gas pump by driving smarter, properly maintaining their vehicles, and driving fewer miles by combining errands, biking, telecommuting, walking, carpooling, or taking public transit.

"Even though gasoline costs are down from their high levels of last summer, there is no need for consumers to spend more than necessary to fuel their vehicles in today's tough economy," observed Alliance President Kateri Callahan. "So we urge drivers to use the fuel-efficiency tips provided by the *Drive Smarter Challenge* campaign to 'drive down' those expenses."

Callahan also thanked the prize donors for their generous contributions: ExxonMobil Lubricants and Specialties, NASCAR, Bryan Herta Autosport, the Rubber Manufacturers Association's *Be Tire Smart*, Michelin, the League of American Bicyclists, and the Car Care Council.

"The *Drive Smarter Challenge* is a great way to encourage all drivers to improve their personal energy efficiency," said ExxonMobil Lubes and Specialties Americas Marketing Manager Jan Crowe.

“This video contest will not only allow people to show their creativity, but help spread the word on how to save money by driving smarter.”

To enter the contest:

- Visit drivesmarterchallenge.org/contest;
- Follow the on-screen entry instructions (including completing the Official Entry form in its entirety);
- Upload your own original video of two minutes or less that describes how drivers can save money and/or help the environment by using one of the [gas- and money-saving tips](#);
- Check the box indicating that you have read and agree to these Official Rules; and
- Click on “Submit” to complete your entry.

Only one entry per person and you must be at least 18 to compete.

The *Drive Smarter Challenge* campaign partners include the Alliance to Save Energy, American Petroleum Institute, American Public Transportation Association, Brian Herta Autosport, Car Care Council, Citizens for Affordable Energy, Department of Energy's Oak Ridge National Laboratory, ExxonMobil, Green Solutions Magazine, League of American Bicyclists, NASCAR, National Association of Counties, National Association of State Energy Officials, National Independent Auto Dealers Association, National Fuel Funds Network, National Low Income Energy Consortium, and Rubber Manufacturers Association's Be Tire Smart.

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