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**Contact:** Lidia Henderson, Program and Communications Manager, Empire Clean Cities, (212) 839-7728, [Lidia@empirecleancities.org](mailto:Lidia@empirecleancities.org)

## **Empire Clean Cities Launches Mission Electric, an Online New York-Based Drive Electric Campaign for Drivers, Enthusiasts and Citizens**

*Mission Electric is a one-stop shop for learning about electric vehicles, benefits for the environment and your pockets, and how you can save as a New York resident.*

New York, New York, USA – Empire Clean Cities is excited to launch Mission Electric, a campaign and information center to promote the widespread adoption of electric vehicles (EVs), cut fossil-fuel transportation and promote cleaner air in New York. Mission Electric invites individuals, for-hire vehicle drivers, businesses, industry partners and environmental enthusiasts to join the electrification movement and EV community in New York State.

New York State has set ambitious goals to increase electrification in the transportation sector in an effort to dramatically reduce greenhouse gas emissions. Electric vehicles do not produce any tailpipe emissions, helping meet greenhouse gas targets and improve local air pollution. Not only are zero-emission vehicles necessary to stay on track to meet climate goals, but they would eliminate tailpipe emissions which produce toxic air pollutants that are detrimental to human health and worsen air quality. A preliminary study by Harvard University also found that coronavirus death rates were higher in areas with slightly higher levels of air pollution.

**Tom Conboy, Program Coordinator at Clean Air NY**, said, “In New York State, 33 percent of carbon emissions are caused by vehicle travel (NYSDEC). Poor air quality can affect our health and can be especially harmful to children, the elderly and people with asthma, lung damage and other respiratory conditions. Re-thinking your transportation choices can help reduce greenhouse gas emissions and make New York's air healthier.”

Mission Electric provides comprehensive guides to electric vehicles, charging basics and an opportunity to be part of an electric vehicle community in New York. Additionally, Mission Electric is a resource for finding cost savings programs and ways to save on the purchase and long-term ownership of an electric vehicle. The site presents thorough information about available tax rebates, utility programs and regional policies in a way that is easy to understand.

**Britt Reichborn-Kjennerud, Section Manager of Electric Vehicles at Con Edison**, said, “Consumers and businesses can rely on the site for technology updates, charging station locations, buying tips, and data showing the economic and environmental benefits of EVs.



Empire Clean Cities is making it easier and more convenient for New Yorkers to choose and drive electric vehicles.”

“Electric vehicles are part of a green transportation system we must create now and that must focus on repairing the legacy of environmental pollution, which has burdened low-income communities and communities of color for decades,” said **Mark Chambers, Director of the Mayor’s Office of Sustainability**. “We thank Empire Clean Cities for their continued partnership and leadership in ensuring New Yorkers have better ways to understand their transportation options.”

Mission Electric is dedicated to ensuring every New Yorker receives the information they need to make the switch to electric vehicles and sustainable mobility options. To learn more about the campaign and access available resources, visit [missionelectric.org](http://missionelectric.org).

**About Empire Clean Cities:** ECC is an environmental 501(c)(3) nonprofit with a mission to ensure clean air for future generations in New York City and the Lower Hudson Valley. We are committed to providing citizens and stakeholders with access to reliable information about alternative fuels, advanced vehicle technologies, and green transportation practices.

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