

For immediate release

**BC Non-Profit Launches Electric Car Pledge Campaign
2° Institute calls on individuals to help stop climate change**

SECHELT – A Sunshine Coast organization focused on reducing the impact of climate change has launched a campaign calling on consumers across North America to make their next vehicle an electric one.

The 2° Institute is asking people to take the Electric Car Pledge to reduce carbon emissions across the continent.

2° Institute founder Ryan Logtenberg says with a new generation of 300km+ (200 mile) range electric vehicles expected in 2017 at prices comparable to mass produced gas vehicles, consumers can more easily make the leap to zero emission personal transportation.

“From the choices we make as consumers to the lifestyles we choose to live, each of us, as individuals, can impact climate change,” said Logtenberg. “Climate scientists are consistently informing us that we need to act fast. The time is now and electric cars are a way that ordinary people can help create the change that must happen.”

To encourage people to take the step to electric vehicles, the 2° Institute will launch a crowdfunded online campaign to raise money to build the pledge website and fund a targeted online ad campaign and outdoor billboard campaign in major North American cities. The campaign aims to garner one million pledges by the end of 2017 and ten million by 2020.

The Electric Car Pledge website (www.electricpledge.org) will offer an electric car buyers guide, an interactive map of public charging stations and an online form for individuals to take the pledge and receive an official certificate of their pledge to share with their social networks.

The historic Paris Climate Conference of December 2015 resulted in a collective resolve among 197 countries to limit the planet's average global temperature increase to no more than 2°C above pre-industrial levels to avoid a critical threshold above which the planet could experience irreversible catastrophic impacts. To achieve this, governments and individual citizens in these countries will each need to do their part to reduce their own carbon footprint in order to keep the temperature increase below 2°C.

The 2° Institute mission is to develop and execute strategies that empower people to make the behavioural and lifestyle changes needed to keep our planet from warming by 2 degrees Celsius.

Contact:

Naomi Fleischhut, Campaign Director

C. 604.865.1633

n.f@2degreesinstitute.org

www.2degreesinstitute.org

