



# NEBRASKA ETHANOL BOARD

STATE OF NEBRASKA

DAVE HEINEMAN  
GOVERNOR

TODD C. SNELLER  
ADMINISTRATOR

## PRESS RELEASE

### For Immediate Release

June 3, 2010

### For More Information Contact:

Todd Sneller at (402) 471-2941

## **Ethanol Board and Growth Energy team for FFV awareness**

*Campaign will promote E85 use in Nebraska*

The Nebraska Ethanol Board has announced a new joint effort with biofuels advocacy group Growth Energy as part of the “Fuel on the Fourth” program.

The campaign will raise consumer awareness of ethanol blends such as E85, and encourage Flex Fuel Vehicle (FFV) owners to buy higher ethanol blends. The Nebraska Ethanol Board will highlight the availability of ethanol blends, including several new sites opening this summer that will offer ethanol blender pumps, which allow consumers to decide how much ethanol—from E10 to E85—they want to put in their FFV.

“Ethanol is the clean, renewable alternative to gasoline, so it’s important that drivers know their options,” said Todd Sneller, administrator of the Nebraska Ethanol Board. “Our Flex Fuel Vehicle awareness campaign is designed to encourage FFV owners to buy higher ethanol blends and to know where to find them.”

The Clean Fuels Development Coalition launched the national FFV Awareness program in May as a cooperative program that includes a diverse group of biofuel advocacy organizations including the Nebraska Ethanol Board.

With nearly 86,000 registered FFVs in Nebraska, FFV drivers could reduce Nebraska’s gasoline usage by over 26 million gallons per year by switching to E85.

Over 50 locations in Nebraska offer E85 or other ethanol blends. A list is available on the [Nebraska Ethanol Board website](#), or drivers can find directions to each station at the [Google Map](#) maintained by the Nebraska Ethanol Board. Bosselman Energy will be installing new blender pumps at sites across Nebraska this summer, including the [Pump & Pantry at 514 2<sup>nd</sup> St, St. Paul](#), which opened earlier this week.

The “Fuel on the Fourth” program will promote ethanol fuels through promotional efforts in cooperation with Growth Energy and Bosselman, online at the Nebraska Ethanol Board’s website, through E85 site postings at all state of Nebraska fuel advisory sites, through collaboration with the Nebraska Department of Roads to install signs directing drivers to E85 sites, with direct mail to FFV owners in E85 service areas, and by providing E85 location lists at rest areas along I-80.

Growth Energy is also offering \$185 of E85 to FFV drivers. Drivers can enter by submitting a photo of themselves and their FFV at the [Growth Force website](#).

“Nebraska FFV drivers can make a difference by filling up with E85 and other high ethanol blends,” said Sneller. “It’s vital that FFV owners know about their fuel options. Ethanol fuels offer consumers an opportunity to save money at the pump while supporting domestic renewable fuels.”

Established in 1971, the Ethanol Board assists ethanol producers with programs and strategies for marketing ethanol and related co-products. The Board supports organizations and policies that advocate the increased use of ethanol fuels – and administers public information, education and ethanol research projects. The Board also assists companies and organizations in the development of ethanol production facilities in Nebraska. For more information, please visit [www.ne-ethanol.org](http://www.ne-ethanol.org).