



Media advisory

ATTN: TORONTO AREA MEDIA / PHOTO EDITORS

OVER 100 ELECTRIC CARS ON DISPLAY AS PART OF NATIONAL DRIVE ELECTRIC WEEK

TORONTO, ON – September 8, 2016 – On Saturday, September 10, [Plug'n Drive](#), a non-profit startup housed in Ryerson University's Centre for Urban Energy, is hosting an electric vehicle (EV) cruise in Toronto's Canary District. All EV drivers in Ontario are invited to showcase their cars, meet other owners and share their electric driving experiences with the public.

Every electric car brand currently available in Canada —Ford, Audi, BMW, Chevrolet, Mitsubishi, Nissan, Kia, smart and Tesla— will be on show. There will be free test drives of the latest EV models, including the next generation BMW i3, Nissan LEAF and Chevrolet Volt.

Cara Clairman, president and CEO of Plug'n Drive and Dr. Phil Walsh, associate professor at Ryerson University's Ted Rogers School of Management will be on hand for media interviews. Dr. Walsh was research supervisor for the Ryerson students who developed the [Drive EV](#) app. The mobile and online application allows users compare how much money and fuel they can save on their daily commute by switching to an electric car.

WHAT: *I Drive Electric Cruise* in celebration of National Drive Electric Week

WHEN: Saturday, September 10, 2016, 10 a.m. to 5 p.m.
Lunch served from 11a.m. to 2 p.m.

WHERE: [Canary District, 475 Front St. E., Toronto, ON M5A 1G9.](#)

WHO: Plug'n Drive and EV drivers.
Cara Clairman, Plug'n Drive, and Dr. Phil Walsh, Ted Rogers School of Management at Ryerson University.

RSVP: Media are asked to RSVP to **Brian Miller** (brian@plugndrive.ca) by 5 p.m. Friday, September 9, 2016.

