April 22, 2004

MEDIA ADVISORY
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MEDIA ADVISORY

To: News Editors, Assignment Editors, Photo Editors, Environment Writers, Education Writers, Auto Writers

WHAT: The Cal Poly FutureTruck team will be exhibiting their vehicle at the University Union as part of the “Education for Sustainability: Engaging the Polytechnic University” Convocation.

Interested media are invited to stop by the exhibit after the convocation and ride in or drive the Cal Poly team’s vehicle to learn more about alternative technologies and designs being applied to modern-day sport utility vehicles.

WHEN: Friday, April 23, 2004, 3 – 7 p.m.

WHERE: In front of the University Union on the Cal Poly campus (the university’s “Education for Sustainability” convocation is taking place in Chumash Auditorium inside the UU from 4-6 p.m.)

WHO: Members of the Cal Poly team and faculty advisors will be available for interviews and to give vehicle demonstrations.

BACKGROUND: Cal Poly is hosting this sustainability convocation in honor of Earth Day 2004 and has asked many university organizations to display their projects to highlight Cal Poly’s emerging interdisciplinary efforts to address problems created by outdated environmentally damaging technologies and to promote both innovative and traditional alternatives to solve them.

The Cal Poly team will be participating in the final national FutureTruck competition in June.

FutureTruck is a unique multi-year program that brings together the resources of industry, government and academia in a cooperative effort to address important environmental and energy-related issues posed by the growing demand for SUVs.

The competition challenges teams of students from 15 top North American
universities to re-engineer a conventional, full-size 2002 Ford Explorer, already a low-emissions vehicle, into an even cleaner vehicle with at least 25 percent better fuel economy – without sacrificing the performance, utility, safety and affordability consumers want.

Please visit www.futuretruck.org for more information.

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