

## **GUIDELINES TO FOLLOW AT YOUR COUNTY'S FUEL PROMOTION EVENT**

The Minnesota Corn Growers Association thanks you for taking the time to host a promotion event raising awareness of ethanol-blended fuels. Efforts like these are vital in our mission to promote the usage of ethanol blended fuels such as E15 (88 octane) and E85.

To ensure each event is a success, we ask that you follow the below guidelines to create a productive environment for all involved:

- **Role of Twin Cities Road Crew:** TC Road Crew is hired to bring and distribute MCGA-approved promotional appeals, interact with drivers at the pump about E15 and E85, and setup and tear down MN Fuels-branded tents, tables, etc. We ask that you do not assign duties outside of this role.
- **Be respectful of consumers' fuel choices:** While the goal of the event is to promote higher blends of ethanol such as E15 and E85, participants must always be respectful of the drivers' choice at the pump. Our role is to share the benefits of ethanol-blended fuels, but ultimately it is up to the customer to choose.
- **STOP misfueling:** Asking customers to use a fuel that has not been approved for their vehicle is strictly prohibited. Doing so can result in a significant fine for the driver.
- **Direct media to the best contact:** American Lung Association (ALA) representatives are the primary media contact for all fuel events, and should be the interviewee. If media reaches out to you prior to an event with interest in attending, contact Bob Moffit at the American Lung Association to let him know: [Robert.Moffitt@lung.org](mailto:Robert.Moffitt@lung.org) or 651-269-7561. Bob will do his best to have an ALA representative attend the event.
  - If media show up unannounced and no ALA representative is present, refer to the talking points one-pager for any interviews.

Thank you again for taking the time to build a brighter future for ethanol! Following these guidelines will create an environment that is productive for all involved.

**By checking this box, you are agreeing to follow each guideline and recognize failure to do so could result in MCGA withdrawing its support from future events.**