



WHAT IS ELECTRIC EARTH DAY

Electric Earth Day is a new initiative from Earth Day Canada that aims to accelerate the uptake of electrified vehicles by educating and providing hands-on experiences to the public. During the week of April 22, 2022 (Earth Day 2022) electrified vehicle dealers across Canada will host test-drive events and incentivize their communities to participate in an electrified vehicle experience.

By signing up to host an event you agree to the below commitments.

TEST-DRIVE COMMITMENTS

1. Host a test-drive event during the week of April 22, 2022 (April 16-24)
2. Register your test-drive event through the Electric Earth Day webpage
3. Review the Electric Earth Day information guide provided by the Earth Day Canada team.
4. Provide participants the Earth Day Canada post-event survey or collect participant information and send to Earth Day Canada after the event
5. During your event, share your knowledge of electrified vehicles with your community and collect participant information for entry into a draw to win a prize!

For More Information:

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