



COOK INLETKEEPER®

PROTECTING ALASKA'S COOK INLET WATERSHED AND THE LIFE IT SUSTAINS

PRESS RELEASE

FOR IMMEDIATE RELEASE:

August 6, 2008

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Inletkeeper “Walks the Talk” with Hybrid Vehicle

Supports field work to understand climate impacts on salmon

ANCHORAGE, AK: Cook Inletkeeper today announced the purchase of a Ford Escape Hybrid vehicle to support its salmon stream monitoring and pollution response efforts. Inletkeeper purchased the hybrid vehicle to demonstrate its commitment to fuel efficiency, cost savings and alternative energy technologies, and the purchase recognizes Inletkeeper’s perspective that climate change is the most compelling ecological issue facing Alaskans today.

“We knew the time had come to “walk the talk” by embracing alternative technologies for the Inletkeeper vehicle,” said Inletkeeper Executive Director Bob Shavelson. “We just wish the fuel efficiency could be higher and that American-made hybrid vehicles weren’t so difficult to obtain.”

Inletkeeper decided it needed a 4 wheel drive vehicle to accommodate the rigors of Alaska field and pollution response in 2007, and began its quest for a hybrid vehicle with a fundraising raffle. Because Inletkeeper wanted to purchase an American-made vehicle, it narrowed its sights to the Ford Escape Hybrid, and made contacts with local Ford dealerships and Ford headquarters in Michigan.

Despite persistent efforts, Inletkeeper could not obtain a suitable arrangement to acquire a hybrid vehicle, and only a last ditch search of *Craig’s List* helped Inletkeeper find the optimal vehicle. Furthermore, even though Inletkeeper is recognizing an almost threefold increase in fuel efficiency compared to its old truck (32 mpg vs. 11 mpg for a Ford F250), Inletkeeper hopes automakers – especially U.S. automakers – will ramp up efforts to enhance fuel efficiency in response to rising fuel prices and growing climate change concerns.

“Inletkeeper’s field work is demonstrating that Alaska’s salmon streams are feeling the direct effects of climate change,” said Sue Mauger, Inletkeeper’s Stream Ecologist. “Because Alaskans care so deeply about their salmon resources, we felt an obligation to show our commitment through the purchase of the Ford Escape Hybrid.”

Inletkeeper is the first nonprofit conservation organization in Alaska to employ hybrid technologies in a company vehicle. The vehicle is emblazoned with logos emphasizing Inletkeeper’s commitment to clean water and healthy salmon, and includes a toll free hotline (1-888-MY-INLET) to help citizens report incidents of pollution and habitat destruction.

Inletkeeper will debut the vehicle at the 4th Annual Renewable Energy Fair (www.alaskarenewableenergy.org) on August 9th at the Delaney Park Strip in downtown Anchorage. Media rides in the hybrid vehicle are available upon request.

Cook Inletkeeper is a community-based nonprofit organization founded in 1995 to protect the Cook Inlet watershed and the life it sustains. Inletkeeper combines hands-on water quality research and monitoring efforts with public outreach, education and advocacy to give citizens the tools they need to press for clean water and healthy, wild salmon. For more information on Inletkeeper, see www.inletkeeper.org.



Stream Ecologist Sue Mauger in Inletkeeper’s new Ford Escape Hybrid.

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