



GROWTH ENERGY'S CONSUMER INITIATIVE SHOWCASES THE BENEFITS OF BIOFUELS

In 2023, Growth Energy has expanded its Get Biofuel initiative that builds awareness of biofuels' positive environmental benefits and encourages more drivers to choose higher biofuel blends like Unleaded 88 (E15) at the pump.

THE GREEN AMERICAN ROAD TRIP

This year, Get Biofuel invites consumers to help the environment as they head out on their next road trip. Created in partnership with Gold Medal Olympian and NYT Bestselling Author Shawn Johnson East and The East Family, The Green American Road Trip gives consumers ways to make their adventures cleaner and greener, including fully planned road-trip itineraries, green travel tips, and quick access to the Get Biofuel Trip Planner to help them map out their route to maximize fill ups at convenient biofuel stops along the way.

Using targeted digital content, advertising, and paid media, The Green American Road Trip leverages influencer marketing, retail partnerships, and consumer insights to extend reach and fuel consumer demand for Unleaded 88 (E15) nationally.



About Get Biofuel

Connecting With Today's Consumers

This initiative connects today's consumers with their desire to make simple lifestyle changes to help the planet. Through cutting-edge creative, we're positioning biofuels like plant-based ethanol as a simple change anyone can make to benefit the earth and encouraging drivers to choose higher blends like engine smart, earth kind Unleaded 88 (E15) at the pump.

It's an initiative rooted in the latest market data and insights that captures attention by highlighting the benefits of plant-based, cleaner-burning fuel options.

Growing Momentum For Biofuels

This initiative is a critical step to grow consumer demand for better fuel choices like Unleaded 88 (E15). It goes hand-in-hand with Growth Energy's efforts to advocate for and expand consumer access to higher blends of biofuels. It is first and foremost an initiative about building the excitement and momentum around biofuels and then converting awareness to meaningful action at the pump.

Building the UNL88 (E15) Trifecta

Air quality and climate have never been more top of mind, so we're building on this mindset across the country by positioning our engine-smart, earth kind fuel as a simple solution for a greener tomorrow.

Through this initiative, Growth Energy will enhance past efforts rallying consumers around biofuels. The public's support is critical to the success of our full-throttle effort to expand the use of biofuels like ethanol by pursuing pro-growth policy, leveraging commercial opportunities, and spurring consumer demand.

PARTICIPATING RETAILERS



Check out the campaign at
GreenAmericanRoadtrip.com