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DENNIS WEAVER'S DRIVE FOR LIFE TO PROMOTE ALTERNATIVE FUEL VEHICLES

Ridgway, Colorado – On October 26, 2001, the Institute of Ecolonomic ("IOE") founder and President Dennis Weaver and his team will drive alternative fueled vehicles from Los Angeles, California to Denver Colorado to promote public awareness of new sustainable technologies. This drive will be the kick-off event to Hydrogen Week 2001, which is a week devoted to the promotion of a sustainable and profitable future fueled by hydrogen and alternative fuels.

The drive that begins at the Michelin Challenge Bibendum at the Los Angeles Speedway will end at the World Congress for a Hydrogen Future in Denver, where Dennis will give the closing speech to the Congress. On November 4, Hydrogen Week will culminate with the Clean Air Festival celebrating the new technologies that will ensure a safer and healthier environment.

- The Drive for Life will begin on October 26 at the Michelin Challenge Bibendum, where Michelin is sponsoring a drive for hydrogen fuel-cell cars and other alternative fueled cars from the California Speedway in Los Angeles to Las Vegas. The IOE team will join the convoy, and Dennis will drive a car retrofitted to use multiple types of alternative fuels that produce low emissions.

- Following the conclusion of the Michelin Challenge Bibendum in Las Vegas, Dennis and his team will drive through Arizona and New Mexico along historic Route 66 arriving in Denver for the World Congress for a Hydrogen Economy, held at Denver's DIA Holiday Inn Conference Center. Along the route, media and public events will be scheduled in Winslow, Flagstaff, Albuquerque, Santa Fe, Taos and Colorado Springs.

- The World Congress for a Hydrogen Economy is an international symposium and public exposition November 1 – 4 featuring top scientists, engineers, and manufacturers. Hydrogen Now, IOE and Shell Hydrogen are co-sponsors of this conference. Former astronaut and IOE senior scientist Dr. Brian O'Leary will be presenting and Dennis Weaver will deliver the closing speech.

- The Clean Air Festival on November 4 is the final event of Hydrogen Week and will close the World Congress. The Festival is being held to celebrate the new technologies that will contribute to a safer, healthier environment. The Festival is open to the public and will include celebrity speakers, entertainment and demonstrations of new hydrogen technologies and products.

IOE is a non-profit organization located in Ridgway, Colorado working to create a healthy environment and a vibrant economy. Its mission is to bring together champions of the environment and leaders in business and industry to open up unprecedented avenues of cooperation for a sustainable future.

Dennis Weaver, founder of IOE, has long recognized that our economy and ecology are interdependent and as a result coined the word "Ecolonomics," the definition of which is the marriage between our ecology and ecology. According to Dennis, "In order to create a healthy, productive and safe future for all, it is urgent that we change the kind of energy we now use to fuel our economy. Oil must give way to hydrogen."

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