

# THE 2009 VEGGIE VAN ORGANIZATION & FUEL TOUR



## CITIES:

## DATES:

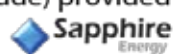
San Francisco, CA	9.8.09
Sacramento, CA	9.9.09
Reno, NV	9.9.09
Salt Lake City, UT	9.10.09
Cheyenne, WY	9.11.09
Lincoln, NE	9.12.09
Chicago, IL	9.13.09
Detroit, MI	9.14.09
Cleveland, OH	9.15.09
Washington D.C.	9.17.09
New York, NY	9.18.09
(Theatrical release & Press conference)	
Boston, MA	9.25.09
Burlington, VT	9.27.09
Toronto (press)	9.29.09
Toronto (premiere)	10.1.09
Philadelphia, PA	10.3.09
Washington D.C.	10.6.09
Madison, WI	10.9.09
Columbus, OH	10.17.09
Raleigh, NC	10.20.09
Tallahassee, FL	10.23.09
Jacksonville, FL	10.26.09
Miami, FL	10.30.09
Tampa, FL	11.2.09

## PURPOSE


The tour is a catalyzing experience that motivates people to get involved in all aspects of the new green economy and for the foundation for a new generation of green jobs.

## THE ALGAEUS



- First cross-country test of algae gasoline
- Plug-in Electric Hybrid
- 150 MPG
- Algae Fuel (green crude) provided by Sapphire Energy 

## BIG GREEN ENERGY BUS

- 6 Education stations
- Interactive touch screens
- Powered by Solar & Hero bx Biodiesel 



## FUEL - THE MOVIE



Richard BRANSON



Woody HARRELSON



Julia ROBERTS



Neil YOUNG



Sheryl CROW

FUEL is a comprehensive and entertaining look at energy in America: a history of where we have been, our present predicament and a solution to our dependence on foreign oil.



# What do you get when you cross Algae with a plug-in hybrid Prius?

algae



plug-in Prius

You get –

**The ALGAEUS, the world's first algae gasoline powered plug in hybrid vehicle.**

## = THE ALGAEUS



This amazing vehicle is the first to cross America on a new, renewable fuel made from algae. Endorsed by the US Department of Energy as a critical component of the road to American Energy Independence, this exciting new technology is now on the road. Working closely with engineers at Toyota, and with Sapphire Energy, the ALGAEUS is the first cross-country test of a gasoline vehicle powered by algae fuel.

Sapphire Energy is pioneering an entirely new industry – Green Crude Production. Made from photosynthetic microorganisms (algae), CO<sub>2</sub>, and sunlight, Sapphire's Green Crude products and processes differ significantly from other forms of biofuels because they do not result in biodiesel or ethanol. Instead, they result in gasoline, diesel, and jet fuel that are molecularly identical to conventional fuels and completely compatible with today's vehicles and infrastructure. They are very low carbon, renewable, and scalable.

The ALGAEUS also has something that's missing in a standard Prius – a plug and an extended battery pack. The plug and batteries on the ALGAEUS allows it to run in electric only mode, essentially being an electric vehicle in the city and a "hybrid" on the highway. For most people, who drive less than 25 miles a day, the ALGAEUS would allow a driving range of 150 miles per gallon – on algae fuel!

### FEATURES:

- world's first algae gasoline powered plug-in electric hybrid vehicle
- polycarbonate "see through" battery bank in the truck with labeled technology
- engine monitoring displays in front dash and rear

### SIZE:

Length (inches): 175.0,  
Width (inches): 67.9,  
Height (inches): 58



# THE BIG GREEN ENERGY BUS

Our flagship vehicle, The Big Green Energy Bus is a rolling energy laboratory featuring cutting edge green technology from LED flat panel lights to interactive touch screen energy systems to "living" displays and algae. Inside the "BGEB" visitors are immersed into a world of 'edutainment' stations that provide them with fundamental, hands-on learning in energy efficiency, solar power, algae, hyper vehicles, water recycling and green building. The BGEB's systems are dynamic and change with the amount of energy being produced by its popup rooftop solar panels and its biodiesel generator. By interacting with the onboard systems, visitors learn how algae can be used to produce gasoline, how to turn sewage in to fuel and drinking water, how to make biodiesel, how to build green, how to compost and how to turn America's unhealthy school buses into clean green buses like this one!



## POWER REQUIREMENTS:

Outdoors the BGEB is self-powered.  
Indoor events require 1 x 110 Volt, 20 Amp circuit

## SIZE:

38 feet long, 10 feet wide, 12.5 feet high  
(15 feet high with raised solar panels)

learning stations that explain each of the features of the bus

conservation displays

flip on and off the lights & see how much power can be saved!

exciting interactive multi-media displays that educate students



a greywater display where water is recycled and students can actually eat the vegetables

learn how solar panels work

**HERO**  
EX FUEL FOR HUMANITY

## FEATURES:

- Seven touch screen displays with interactive green technology
- five 3D interactive display stations
- 16 solar panels
- 40" dynamic LED TV energy monitoring display system
- Biodiesel generator
- VIP lounge with 3 screens and surround sound
- "Living" displays including algae and water recycling
- Wi-Fi connectivity (20-foot radius)
- Can host 300 visitors an hour
- Seats 25 for movie screenings
- All green interior construction
- On Board 8.5kW Power Generation for small to edium sized music events



## OUR VISION



## OUR GOAL THIS YEAR

MAKE OUR GREEN CURRICULUM AND 35 MINUTE EDUCATIONAL CUT OF 'FUEL' AVAILABLE TO EVERY SCHOOL IN THE U.S. THIS YEAR - **FOR FREE!**



## FOUNDERS & BOARD MEMBERS



JOSH TICKELL  
FOUNDER &  
CO-DIRECTOR



REBECCA HARRELL  
CO-FOUNDER &  
CO-DIRECTOR



ED BEGLEY JR.  
BOARD MEMBER



PETER FONDA  
BOARD MEMBER



MARIEL HEMINGWAY  
BOARD MEMBER



JAMES KYSON LEE  
BOARD MEMBER

## ABOUT THE VEGGIE VAN ORGANIZATION

### Our Mission

The Veggie Van Organization will provoke a fundamental shift in society's understanding of, and accountability for, our natural resources by creating change agents who will drive the adoption of sustainable energy systems throughout the world.

### Our Values

The Veggie Van Organization was founded by Environmentalists, Activists, Director and Producer – Josh Tickell and Rebecca Harrell. The Veggie Van's initiatives value and affirm the human spirit and innovation. Its programs and scholarships to stimulate a universal syllabus of sustainability, evoke responsible self-leadership and challenge humanity to make a conscious impact in the world.

### Our Goal

The goal for 2009 is to create a green curriculum that is nationally accredited for grades 9-12 and to make available, free of charge, a 35 minute educational version of 'FUEL' to every school in the United States.

### Our Vision

The guiding vision of the organization is a world in which each and every human being regardless of race, age, income, color or creed, has unfettered access to clean air, food, water and energy. A world in which our waste streams are converted to energy streams, a world in which no one knows war.



# GREEN CURRICULUM



The Veggie Van Organization is creating an educational curriculum that will be free to classrooms across America this year. It is based on the seven pieces of the new green barrel seen in the movie FUEL. Each piece of the barrel corresponds to a module of information that meets national education standards. Currently there is no green curriculum for schools that meets national education standards. The site will be the first of its kind. It will expand beyond green information and it has the potential to revolutionize education in America. It is called CURRICULUMHUB.COM

CURRICULUMHUB is a hybrid site - a cross between Facebook and Wikipedia. It will be a place to upload and share content for any and all school subjects. It will be searchable by keywords or by which standards it meets. Teachers can post one day or one week lesson plans and include podcasts, videos, projects and homework assignments. Students, teachers and parents can all vote on their favorite lessons. The most popular lessons show up first. It will be a place for teachers, students and parents to build their own profile pages and connect. And teachers can use the site to post homework and communicate with parents. It offers the first mechanism for educational material to be dynamic while still meeting national educational standards. Added to the curriculum will be pieces of the movie FUEL and eventually a free 35 minute educational version of FUEL which has been re-edited to remove all political content and approved for use in classrooms.



# I'LL BE THE ONE

To increase awareness and build demand for the school program, The Veggie Van Organization is initiating a video campaign centered on the theme: "I'll be the One." Designed to excite young people to get involved in the sustainable 'green' movement, the four-minute long video will illuminate the top ten things that people can do to create a sustainable planet. "I'll Be the One" actions like 'Install Solar', and 'Conserve Energy' will be emphasized between images of celebrities and thousands of young people holding "I'll be the One" signs. (Think: "Free Hugs" meets "Yes We Can").

The "I'll Be The One" video is targeted to YouTube and Facebook, in much the same way that the Obama campaign used the "Yes We Can" Video.



## "I'LL BE THE ONE" PARTICIPANTS



JAMES KYSON LEE  
Heroes



HEATHER GRAHAM  
Actress/Environmentalist



RICHARD BRANSON  
Founder of Virgin



JAKE GYLENHAAL  
Actor/Environmentalist



MARIEL HEMINGWAY  
Manhattan



JAMES CROMWELL  
Babe, W & The Queen



SARAH JANE MORRIS  
Brothers & Sisters



FINOLA HUGHES  
General Hospital



STEPHEN COLLINS  
Seventh Heaven



MELISSA FITZGERALD  
The West Wing



LISA LING  
Oprah & The View



MADLINE ZIMA  
californication





# FUEL FOR TOUR GENEROUSLY PROVIDED BY:



## BIODIESEL

The leading producer of biodiesel, HERO BX is dedicated to providing the highest quality sustainable fuel in the United States. Since its first production facility turned on in 2006, HERO BX has been known throughout the industry as a producer of some of the world's best fuel, producing biodiesel from animal fat, used restaurant grease, and waste product from soy bean processing. As a leader in innovation HERO BX is diversifying into next generation seed oils including camelina as well as even more exciting feedstocks such as algae oil. HERO BX operates multiple plants across the U. S. directly employing hundreds and indirectly employing thousands, which contributes to U.S. economic growth. As domestic and foreign petroleum oil resources are exhausted HERO BX will be able to provide the U.S. with domestically produced, sustainable fuel for generations to come. HERO BX is one of the United States' best examples of the how we can create jobs in the U. S. while reducing our dependence on foreign oil and creating a green economy.



## ALGAE GASOLINE "GREEN CRUDE"



Algae samples in Sapphire Energy lab



Early in 2009 Sapphire celebrated a successful commercial airline test flight using the first algae based "drop-in" replacement fuel

Sapphire Energy is pioneering an entirely new industry – Green Crude Production – with the potential to profoundly change America's energy and petrochemical landscape for the better. Products and processes in this category differ significantly from other forms of biofuel because they are made solely from photosynthetic microorganisms (algae), sunlight and CO<sub>2</sub>; do not result in biodiesel or ethanol; enhance and replace petroleum-based products; and are carbon neutral, renewable and scalable. The final products – gasoline, diesel and jet fuel – meet ASTM standards and are completely compatible with the existing petroleum infrastructure, from refinement through distribution and the retail supply chain.

Sapphire's Green Crude already has been used successfully in several test flights with the commercial airlines Continental and JAL. For more information about Sapphire Energy, visit the company's websites at [www.sapphireenergy.com](http://www.sapphireenergy.com) and [www.greencrudeproduction.com](http://www.greencrudeproduction.com).



# THE BIG GREEN MOVIE MACHINE



Imagine that a 4-story high, inflatable movie screen appears one day on your campus. Combined with a host of eye catching green vehicles, tents and displays, the giant screen dominates your campus quadrangle, field, or large stadium, letting everyone know that this is an event they can't miss.

During the day, the screen inflates on your campus and a banner unfurls across it announcing the upcoming evening event. Whether you're just waking up from a long night studying, rushing to class or meeting friends for lunch, you can't miss this huge centerpiece of our "Green Day Out." As evening approaches, and people meander in, up to one thousand blankets, lawn chairs, and beach towels fill in the grass in front of the screen.

Once darkness settles in, the screen and its amazing multi-channel sound system flicker to life and bring some of the latest green content on algae fuel, cutting edge environmental work from around the world and our feature presentation, FUEL to your student body and community. The sound system and projection bring a "larger than life" outdoor cinema experience to your campus. This can be combined with live music, food, beverages and/or local expert panelists to bring a truly impactful and memorable event.

## FEATURES:

- 28 foot wide
- Dolby 7.1 multi-channel sound
- Wireless microphone system for announcements, musicians, and Q&A
- State of the art, "better than film," Blu-Ray Projection
- Up to 3,000 viewers
- Interactive Pre-screening Text-message Games
- Add Ons: Rock Band (Nintendo Wii), Laser Light DJ Dance Show

## REQUIREMENTS:

- 6 x 20 Amp 110 volt AC circuits (Big Green Energy Bus Can also provide power for an extra fee)
- 28' area
- no sand, gravel or other puncture prone type surfaces
- vehicle access for load in/load out
- 3 hours set up time, 1.5 hours breakdown time



# THE VEGGIE VAN



## FEATURES:

- Pop up rooftop solar panels
- 360 degree immersion video experience
- 5 large LED screens
- Seating for 8 people
- Themed video content on ecosystems and pollution prevention
- Fits in any conventional parking spot
- Can also serve as a VIP lounge/trailer

## SIZE:

- 21 feet long x 9 feet wide x 11 feet tall

## POWER REQUIREMENTS:

- 1 x 20 Amp 110 volts AC outlet

In 1997, a young college graduate from Louisiana named Josh Tickell set out on a cross-country road trip in a diesel Winnebago fueled by used frying oil from America's fast food restaurants. His goal: to spread the word about an incredible alternative fuel made from vegetable oil called "biodiesel." Ten years, two books, two films and millions of French Fries later, Tickell and his "Veggie Van" team have started a revolution.

Enter the famous "Veggie Van," the first vehicle to cross the United States on biodiesel. It still goes 70 mph and has now driven over 50,000 miles on biodiesel fuel made from used vegetable oil. Not only does the three ton, biodiesel powered motor home still get 25 miles per gallon on recycled vegetable oil-based biodiesel fuel, but its exhaust also smells like French Fries.

Today the original Veggie Van brings the experience of the road to you. Its interior is modified to be a surround video experience with 360 degrees of flat panel displays. Step inside and experience a journey through eye popping environmental content. The unique wrap-around video experience gives visitors a feeling of being both "immersed" into and "transported" through ecosystems.

