

## Get Biofuel Online Messaging Guidance: Earth Month

In honor of Earth Month, we have compiled several social posts, images and infographics for your use across your social channels or websites, to help amplify positive discussion around biofuels, ethanol and E15 during Earth Month and especially on April 22, Earth Day.

Please utilize the below messaging examples to guide your own social engagement. For continued content and updates, please follow Get Biofuel’s social channels on [Facebook](#), [Twitter](#), and [Instagram](#).

Full-sized images for use in these posts can be found here:

<https://www.dropbox.com/sh/szn2wntcng843zb/AAADqQSqaCr1IEvDJPExDYy1a?dl=0>

### Recommended Message

### Image

**Post 1** Whether at the playground or the park, spend a day in the fresh air. Higher blends of #biofuels replace toxic emissions in the air by helping your engine run cleaner – so your family can enjoy the outdoors to the fullest! Learn more via @GetBiofuel: <https://getbiofuel.com>

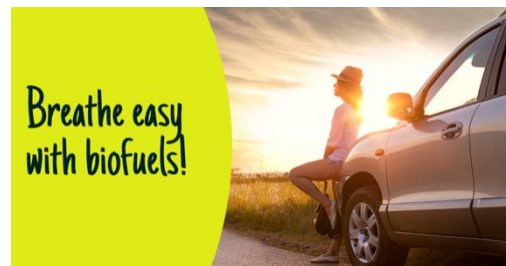


**Post 2** Celebrating #EarthMonth means making the smarter choice at the pump by choosing the greener fuel that’s also better for your budget! Learn more about why E15 is a better choice – and find your nearest station here: <https://getbiofuel.com/a-better-choice/>

**Recommended Message**

**Post 3** The weather’s getting warmer – take a deep breath of spring air! #Biofuels replace carcinogens found in regular gas, meaning less harmful additives in your fuel – and in turn, our air. Get the facts this #EarthMonth → <https://getbiofuel.com/faq/>

**Image**



**Post 4** This #EarthMonth, we are celebrating green #innovations in the auto industry. One of our favorite environmentally friendly advancements in transportation is higher #biofuel blends like #E15 – check out <https://.getbiofuel.com> to find your closest station.

### Driving Green Innovations

This Earth Month, we're celebrating green innovations across the auto industry, like our favorite environmentally friendly advancements in transportation: higher biofuel blends, such as E15. Found in 29 states across the country, E15 is a clean, green fuel choice that adds up to save 20¢ or more. It's an easy choice that has positive impact on our environment and can help drivers save up to \$10 per gallon.

**ENGINE:**

**Start/Stop Technology:** During city driving, cars cut off the nonessential running fuel. The fuel-saving concept shuts down the engine when they're at a stop for brief periods and restarts the engine when the driver's foot leaves the brake pedal.

**High-Octane Fuel Options:** Biofuel-blended fuels like E15 and E85 have a higher octane rating than regular gasoline, boosting engine performance. Ethanol also acts as oxygen, which helps fuel burn more completely and reduces the buildup of carbon in the engine, keeping it running smoother for longer.

**INTERIOR MATERIALS:**

**Soy-Based Seat Foam:** In order to reduce their petroleum consumption, Ford uses engineers leftover from soy milk production to create the foam found in its seat cushions and seat backs.

**Wheat-Straw Storage Bins:** Ford uses discarded wheat straw to create a sustainable bio-plastic. The bio-plastic is used to construct storage bins in many of its vehicles.

**Bio-Plastics:** Bio-urea plastics sourced from cellulose and sugarcane for several key pieces in the interiors of some of its cars.

**SOUND-DEADENING:**

**Recycled Water Bottles:** General Motors' plastic water bottles from many of its plants and centers. Used as insulation materials.

**BODY:**

**Soy-Based Body Sealant:** In an effort to reduce the use of petroleum-based products, Ford helped develop a soy-based body sealant that is not only more environmentally friendly, but also less costly.

**TIRES & WHEELS:**

**Recycled Tires:** Vehicle manufacturers, like Ford and General Motors, recycle used tires from vehicles returned to dealers, rental fleets and other fleet parks like parking lots and airports.

**Recycled Aluminum Wheels:** Recycled castings, aluminum wheels from vehicles that are no longer running are recycled. The metal also is used to manufacture parts for new vehicles.

**FUEL CHOICES:**

**Higher-Ethanol Blend Fuels:** Biofuels – like ethanol – help reduce greenhouse gas emissions by 40%. Blended with fuel in the U.S., common ethanol and higher blends, like E15 and E85, have even greater environmental benefits.

Biofuels replaces toxic fuel additives – like MTBE and benzene – which have been linked to health and environmental concerns like cancer and crop.

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