



Attention Assignment, Photo, News, Life, Environment Editors:

For Immediate Release:

New World Record Fueled by French Fries

New York: Tyson Jerry (26) and Cloe Whittaker (24) today have officially broken the existing Guinness World Record for longest journey by car using alternative fuel in their “Veggie-Mobile,” a van converted to run on the waste oil from French fries and other restaurant foods. The previous record was 23,697 miles (38,137 km).

Whittaker and Jerry, Canadians, will continue their “Driven to Sustain” North American-wide sustainability campaign until they hit 28,000 miles, or 45,000 Kilometers. They started at zero in the fall of 2009 and by the time they conclude their journey, will have traveled through every province, state, and territory in the United States and Canada.

Along the way, they have stopped at schools to talk about sustainability. The **Driven to Sustain** campaign includes a free downloadable curriculum for teachers that has been developed by an Ontario schoolteacher with input from the Sierra Club.

As well as visits to schools, the couple has visited projects and people across North America who have embraced earth-friendly ventures, including sustainable farms, the largest wind and solar farms in the world, and earth homes in New Mexico.

The **Driven to Sustain** website www.driventosustain.com allows visitors to track Whittaker and Jerry’s journey live. The website also includes video and text blogging in which the pair will share their discoveries and experiences. They also intend to create a documentary from footage gathered during their adventure.

A full itinerary is available in the media kit section of www.driventosustain.com as is a GPS tracker which will allow visitors to keep tabs on them.

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Note to editors: B-roll, Art available

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