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PRESS RELEASE

Published February 19, 2009 11:00 AM | A A A

# Rolling Out the 'Green' Carpet ... Celebrities Take New Solar Powered Prius to the Oscars(TM)



LOS ANGELES, Feb. 19 /PRNewswire/ -- Some of the biggest names in show business are again turning the red carpet green this award season by trading in their stretch limos for hybrids and alternative energy vehicles. Some stars even got a sneak preview of the new 2010 Toyota Prius Hybrid that among a long list of upgrades features a solar panel on the roof to power fans to cool the car when it's not running. Stars such as Tom Hanks, Leonardo DiCaprio, Rosario Dawson, Adrien Grenier and many others demonstrate their support for environmental sustainability by going green to the biggest of all award shows, the Academy Awards(TM).

Toyota and Econation green ground transportation are collaborating to provide the new 2010 Prius to Hollywood's most beloved celebrities for awards shows and special events. Created in response to demand from entertainment industry clientele, Econation offers chauffeured car service to a number of Fortune 500 clients using the most advanced hybrid and [alternative fuel vehicles](#) not generally available to the public in major markets throughout the United States, Canada and Europe. "The entertainment industry is working to influence the rest of the world to use more sustainable options for transportation," stated Ben Bloch, Managing Partner of Econation, "with the new Prius, Toyota continues to break ground and set the right example for the rest of the industry. You might be surprised how many people prefer a Prius over a stretch or an SUV these days. Everyone from CEO's of the biggest film studios to Academy Award(TM) nominees request the Prius when they're going out on the town because it makes the best statement from an environmental perspective, and is stylish and comfortable as well."

About Econation: Econation is a global "green" alternative to traditional ground transportation (taxi's, Town cars, limousines and buses). With a great assortment of the most cutting edge hybrid and alternative fuel based sedans, [utility vehicles](#) and buses, it's an easy way for corporations and individuals to be environmentally and socially conscious without sacrificing price, comfort, or dependable service. Econation is open for business 24 x 7 by calling 877-ECO-NATN (326-6286) x 1 or through the internet at [www.econation.com](http://www.econation.com)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20030501/TOYLOGO>)

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