



Electric Vehicle Ride & Drive

2026

RECHARGE NORTHFIELD

EV Ride & Drive Event!

Northfield Middle School

🚚 Food Trucks

🚚 Local Exhibitors

🚚 E-Bike Rides

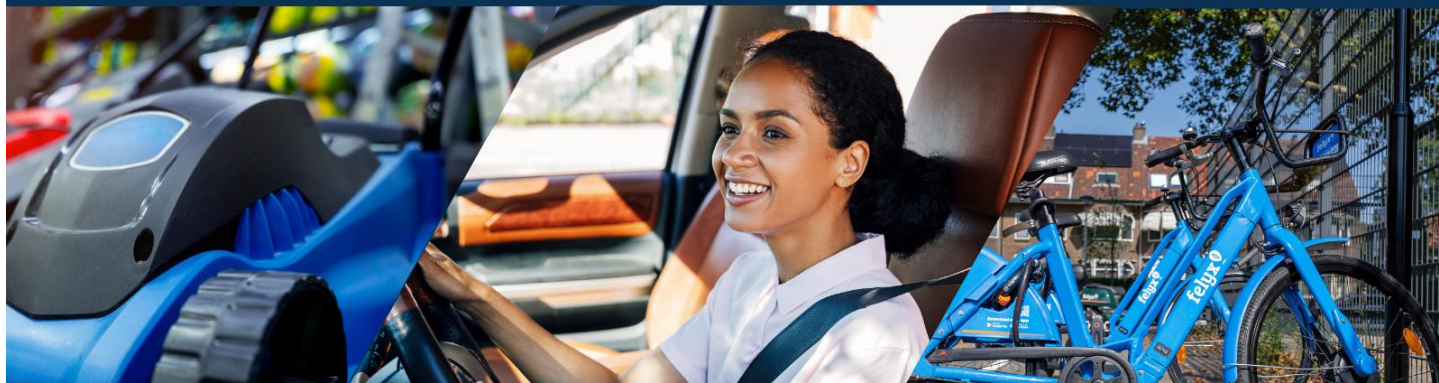
🚚 EV Test Drives

Sat. **Sept 26, 2026** | 11am - 3pm | Northfield Middle School, Northfield, MN

Join the **City of Northfield** and the **Rotary Club of Northfield** for an afternoon of electrified fun!



Recharge
Northfield
EV Ride &
Drive |
Recharge
America



Recharge Minnesota is Proudly Sponsored by:



THE CITY OF
NORTHFIELD
ESTD MINNESOTA 1855

Event Presented in Partnership with:



City Event Communications



Press Release

- Aiming for two weeks prior to the event

Social Media

- August: Aiming to Post once a week
- September
 - Aiming to post once a week
 - Post the twice the week prior to event

Other

- Interview on KYMN
- Flyer at Library Bulletin



Partner Communications



ReCharge Communications

Social Media

- August: Post once a week
- September
 - Aiming to post once a week
 - Post the twice the week prior to event

ReCharge Newsletter

- August: Highlight Event x2
- September: Highlight Event

Rotary Communications

- Rotary Newsletter
- Tabling at Riverwalk Sept 5
- Presentation to all of Rotary
- Climate Action Team lunch – getting EV drivers to event
- Reaching out to Master Gardener's to highlight fundraising component of tree planting
- Join KYMN Interview

Event Communications



Join us for

National Drive Electric Month Sep 11-Oct 12, 2026

National Drive Electric Month, is a nationwide celebration to raise awareness of the many benefits of all-electric and plug-in hybrid cars, trucks, motorcycles, and more. Whether you're curious to learn about driving electric, want to get involved in supporting an event, or are ready to help organize within your community, you're in the right place!

Get Involved

Join the Movement

Whether you're an EV enthusiast, a community leader, or just curious about driving electric, there's a way for you to plug in:

- 📍 [Get involved](#) — find an event near you and sign up to attend, participate or help out
- 🌐 [Host an event in your community](#) — we'll support you every step of the way.
- ★ [Volunteer to support an event](#) — show your vehicle(s), help with event facilitation, and more.
- 🤝 [Partner with us](#) — be a sponsor or promotional ally to amplify the campaign impact.
- 💬 [Spread the word](#) — share on social media using #DriveElectricMonth



© 2022 Johan Verinks, volunteer with Cool Davis

National Drive Electric Month

Enter City or Zip Code

[RSVP For In-Person and Online Events](#)

1. Any other communication ideas?
2. Where do you obtain information regarding City programs, initiatives, and other updates?



Upcoming Planning Details



Next Couple weeks

- Finalizing vendors
- Finalizing EV Ride Route

Request for Volunteers from EQC (email follow-up to come)

- Shift one: 11 am – 1 pm
- Shift two: 1 pm – 3 pm