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MIAMI EV PROJECT: MAKING GAS A THING OF THE PAST
Unveiling the Modern Day Electric Car during Miami's High Art and Design Season

Miami, FL, November 16, 2008 – Having heard a lot of talk lately about electric cars, but having seen no practical results, two young men have set out to educate and change minds using a combination of environmentally conscious art, design, materials and technology. Danny Alva and Donato Helbling, two friends who have come together to create the Miami EV Project, will present their first electric car as part of an green-art installation at the Green Art Fair Miami 2008, December 2nd to the 7th, at 3100 NW Midtown Blvd, Miami (www.greenartfair.com).

The Miami Electric Vehicle Project is a non-profit initiative dedicated to the independent research and development of electric vehicles. They are not trying to reinvent the wheel, but more so to provide public education and accurate information, not promises, on this untapped technology. "In less than 70 days we converted a gasoline car into a 100% electric vehicle with materials and components available today, No experimental technology whatsoever. If we can do it, why can't everybody? Do we really need to wait for car companies to sell us a new electric car? A lot of our time, energy, and money has gone into this project; it has enabled me to combine my knowledge in electrical engineering with my passion for the environment and cars" says Donato Helbling. The consumerist American lifestyle has as piled up junkyards with cars less than 5-10 years old and has led to an influx of environmental hazards and waste that only aggravates the current environmental crisis. This could be positively affected with the Miami EV Project, as the conversions of cars would essentially consist on recycling gasoline cars and converting them into electric powered vehicles, reducing the waste, resources and maintenance needs.

This innovative first project is aimed to demystify all negative publicity electric cars have had over the years and to show the public that converting a gasoline car to electric is not as complicated as it would seem. The men hope to inspire others to follow their lead and create their own conversions. Watch as the literal magic happens step-by-step on their website and blog: <http://www.miamiEVproject.com>, where you can find entire documentation of blood, sweat, tears, and battles with batteries via photos, videos, and written accounts.

In addition to converting a car, they are wrapping its exterior with a painting by the artist LEBO and re designing the interior with eco-friendly fabrics from Valley Forge Fabrics. Also, the duo is filming a documentary and preparing a lecture series to raise awareness on this topic. This is why GreenArtUSA.org sponsored the Miami EV Project to be one of the art projects in Green Art Fair Miami 2008, a fully solar and bio-diesel powered green art fair showcasing eco-friendly designers, artists, and businesses.

Alva and Helbling, plan on the extension of a concept of a reality show or documentary series titled "Green Your Ride", that will take your favorite gas-guzzling ride and to convert it into a more eco-friendly car. This will help promote electric cars as an alternative way of urban transportation as well as reduce the amount of recent cars entering junkyards.

Even having received support from artists, vendors, and the community the Miami EV Project is still accepting donations to cover the costs of the project. To donate to this innovative initiative and for more information, please visit: <http://www.miamievproject.com/donations/> . To RSVP for the Green Art Fair contact rsvp@greenartusa.org