



## **First-Ever Non-stop, Biodiesel-Fueled Cross-Country Trip Kicks Off Today (Monday, Sept. 22) in NYC**

*Nik Bristow and Brian Pierce with Fitzgerald+CO advertising raising national awareness for alternative fuels with the help of Willie Nelson's BioWillie® Premium Biodiesel.*

Atlanta, GA, September 22, 2008 --(PR.com)-- Nik Bristow and Brian Pierce, copywriters with Fitzgerald+CO in Atlanta, are two guys on a mission to change the way Americans view alternative fuels. At 10 p.m. EST tonight, they will depart from SoHo in New York City on "Willie Run '08", the first-ever non-stop, cross-country trek powered entirely by Willie Nelson's own BioWillie® biodiesel.

"I know the trip sounds crazy, but it's more important now than ever," said Bristow. "We're on the cusp of a very important election where oil and energy are universal top concerns, and biodiesel is one of the cleaner, more viable fuel alternatives out there. We need to get the word out."

While working their "day jobs" at Fitzgerald+CO, Bristow and Pierce linked their passions of advertising, promotion and biodiesel when they encountered the BioWillie® brand with which they ultimately developed an informal pro bono relationship. This work led to the design of what they call an "outlaw" grass roots approach for creating awareness for alternative fuels.

"We've had a lot of people asking why we're doing this. Well, not only are Nik and I are longtime biodiesel supporters, but we are also communicators by trade. We're lucky to be affiliated with Fitzgerald+CO, where we're connected with a large group of enlightened, innovative folks who have made this run a reality. It's good to be able to put your skills to work for something you personally believe in," said Pierce.

Bristow and Pierce will follow the route of the infamous Cannonball Run and anticipate arriving on Wednesday morning in Los Angeles. They won't stop for fuel. They won't stop to go to the bathroom. In fact, excluding driver changes, they won't stop for anything for almost 3000 miles. However, rather than race from NYC to LA the fastest (a typical "Cannonball Run" route), they are trying to travel on the least amount of gallons of fuel to prove the effectiveness of alternative fuels.

The "Willie Run" is sponsored by Power Service Products, which manufactures a complete line of diesel fuel additives. Diesel is different - and when it comes to diesel, the pennies spent on additive returns more performance for the dollar. For more information about the run and other sponsorship opportunities, please visit [www.willierun.com](http://www.willierun.com).

### About Fitzgerald+CO

Celebrating its 25th anniversary in 2008, Fitzgerald+CO ([www.fitzco.com](http://www.fitzco.com)) is one of the leading brand-building agencies in the Southeast, with over \$200 million in billings. Part of the Interpublic Group of Companies (NYSE: IPG), the global agency specializes in advertising, media, brand development and public relations. Fitzgerald+CO's client partners include AFLAC, Amway, Black&Decker, Coca-Cola USA, Durex, Georgia Power, Havertys, InterContinental Hotels, Pergo, QUIKRETE, Raymond James,



St. Joe, Time Warner Cable and UPS.

#### About Power Service Products

Power Service Products' headquarters and 26-acre manufacturing facility are located in Weatherford, Texas. The company began in 1956 in a small one-car garage, but has grown into one of the industry's greatest success stories. The company's research laboratory is a recognized leader in the development of a complete line of proprietary formulated diesel fuel additives. The products are available at truck stops and automotive retailers nationwide. For more information about Power Service, call 1-800-643-9089 or visit the company's Web site at

[www.powerservice.com](http://www.powerservice.com).

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