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### **“Blend Your Own Ethanol” campaign unveiled to petroleum marketers at National Association of Convenience Stores show**

**Sioux Falls, SD** (October 20, 2009) – Gas station owners looking for information about ethanol now have a new resource in the “Blend Your Own Ethanol” campaign, officially launched this week at the National Association of Convenience Stores show in Las Vegas, the nation’s largest gathering of petroleum marketers.

“The BYOethanol campaign is a petroleum marketer’s one-stop shop for expertise and information about ethanol-blended fuel and blender pumps,” said Ron Lamberty, the American Coalition for Ethanol’s Vice President / Market Development. “We’re proud to show, for the first time, the entire BYOethanol campaign which includes the new *Blending Fuels* magazine and a new website, [www.byoethanol.com](http://www.byoethanol.com), which is the most comprehensive collection of blender pump and higher ethanol blends information anywhere on the Web.”

The “BYOethanol” campaign – pronounced “bio” but with a whole new meaning – is an unprecedented campaign between leading corn-producing states, the American Coalition for Ethanol (ACE), and the Renewable Fuels Association (RFA). Staff from ACE and RFA are on hand at the NACS show this week, Wednesday through Friday, at Booth #5292.

The [new \*Blending Fuels\* magazine](#) has been sent to 39,000 petroleum marketers representing more than 100,000 retail fuel stations. The publication contains information for understanding how blender pumps work, the advantages of blender pumps, a checklist of factors to consider, and best practices for success.

[Byoethanol.com](http://Byoethanol.com) is specifically tailored for petroleum marketers to get the information they need about how to handle ethanol at their station and how ethanol blends and blender pumps can benefit their bottom line. The site contains details about how blender pumps work, technical information on equipment, preparations, and ethanol storage.

There are many grants, loans, and tax credits available in various states for alternative refueling infrastructure, and the BYOethanol team can help walk a station owner through this process and help answer questions about what may be available in his or her area.

“Whether they’re looking for information on how to blend their own E10 or they want to explore offering more fuel choices to their customers, the BYOethanol program will have the information and expertise station owners need,” Lamberty added.

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