



**Smart Columbus Ride & Drive Roadshow  
Pre-Promotion Copy Samples**

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**INTRO EMAILER**

**Smart is Just the Start**

The Smart Columbus Ride & Drive Roadshow is coming to The Experience Center.

As the winner of the U.S. Department of Transportation's (USDOT) first-ever Smart City Challenge, Columbus was awarded \$50 million in grant funding and the designation as America's Smart City. The initiative seeks to transform mobility in Central Ohio, and change what it's like to live in our community.

Smart Columbus is working to deploy more affordable, reliable and sustainable transportation options in Central Ohio, and The Experience Center is joining them as a key partner by encouraging all of our employees to DRIVE ELECTRIC AND DRIVE LESS.

In support of this effort, The Experience Center is hosting the Smart Columbus Ride & Drive Roadshow at 170 S Civic Center Drive, Columbus, OH 43215. This is your opportunity to get behind the wheel of some of the newest electric vehicles on the market. You'll also be able to discover the multimodal transit options Central Ohio has to offer and learn how easy, efficient and affordable it is to be a part of the future of transportation.

Date: 06/30/18

Time: 9:00am - 4:00pm

Location: 170 S Civic Center Drive, Columbus, OH 43215

To register as a driver and learn more about Smart Columbus, follow the link below

[Register Here](#)

## **SAMPLE 2**

### **Don't miss out!**

On June 30th, the Smart Columbus Ride & Drive Roadshow will be here from 9:00am - 4:00pm.

Every participant will be able to learn about electric vehicles, and take one of the latest vehicles on the market for a spin. Join us to learn how Smart Columbus is paving the road to a more connected future. To register as a driver and reserve your drive time, follow the link below.

Not ready for a test drive? Stop by to ride along, or, to learn how you can be a part of this movement by driving less.

Date: 06/30/18

Time: 9:00am - 4:00pm

Location: 170 S Civic Center Drive, Columbus, OH 43215

[Register Here](#)

## SAMPLE 3

The Smart Columbus Ride & Drive Roadshow will be here all day on June 30th!

If you have registered as a driver, please remember to check your drive time and arrive on time. We'll have your car waiting for you, but drive spots will be reassigned if you are five minutes late.

Haven't registered? Follow the link below to register before the event and secure your drive time.

Not interested in getting behind the wheel? Come visit and learn about driving electric and driving less through a variety of interactive experiences.

Date: 06/30/18

Time: 9:00am - 4:00pm

Location: 170 S Civic Center Drive, Columbus, OH 43215

[Register Here](#)

Sample Social Media Post

### **It's Electric!**

The @smartcbus Ride & Drive Roadshow is coming to The Experience Center on June 30th from 9:00am - 2:00pm. Get behind the wheel of the newest electric vehicles on the market and learn how easy, efficient and affordable it is to be a part of the future.

For more details and to register as a driver click here. [Register Here](#)