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CAPLAN HITS ROAD FOR NRDC

Aric Caplan's Caplan Communications is handling the Natural Resources Defense Council's "Drive Beyond Oil Tour" to build grassroots support for the House bill to raise fuel efficiency standards to 35 mpg.

He told O'Dwyer's the Hybrid SUV road show achieved statewide media coverage in Ohio, which was the latest state targeted by the NRDC.



The Hybrid SUV crew barnstormed across the Buckeye State, stopping at gas stations, diners, libraries and fairs to urge people to contact their Congressional reps about voting for the energy bill.

Crew members carried cell phones with direct-access numbers to Congressional offices. The crew also maintained a blog to chart progress.

The effort targeted Democrats such as Marcy Kaptur, Zack Space, Betty Sutton, Charlie Wilson and Stephanie Tubbs Jones, who have expressed support for the bill.

Caplan said the House vote could come on Friday. The Senate passed an energy bill on June 21, phasing in the 35 mpg standard over the next decade.

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