



## FOR IMMEDIATE RELEASE

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### **Generation180 Kicks Off Summer Tours with Tyler Childers and Dave Matthews Band to Promote Electric Vehicles, in Partnership with REVERB**

*National Going Electric Pledge encourages EV owners to give EV rides and others to sign the pledge, driving up purchase consideration for electric vehicles*

**Charlottesville, VA** — For the third year in a row, clean energy nonprofit **Generation180** is hitting the road with environmental nonprofit **REVERB** to promote the benefits of electric vehicles (EVs) – this time, expanding their reach with not one, but two major music tours: **Tyler Childers' Mule Pull '25 Tour** and the **Dave Matthews Band 2025 Summer Tour**. These high-profile partnerships bring Generation180's mission to new audiences across the country with their signature "[National Going Electric Pledge](#)" campaign.

**Tyler Childers' Mule Pull Tour** spans arenas and amphitheaters from coast to coast, giving Generation180 a powerful platform to engage fans in electric vehicle awareness at select shows throughout the spring and summer. **The Dave Matthews Band Summer 2025 Tour** kicked off May 22 in Tampa, FL and wraps up in early September with 32 shows across 17 states – including major stops in Chicago, Denver, and Irvine, CA. Meanwhile, attendees who sign the going electric pledge at DMB shows and Tyler Childers shows will also be entered to win a signed guitar.

Research indicates that individuals who have ridden in an electric vehicle (EV) are significantly more inclined to consider purchasing one. According to a [2022 Consumer Reports survey](#), nearly half of those who said they would "definitely" buy or lease an EV had a friend, relative, or co-worker who owned one, highlighting the influence of firsthand experience. Generation180's "**10,000 EV Rides**" campaign encourages current EV owners to offer friends, family, and coworkers a firsthand experience in an EV – helping more people see for themselves how convenient, fun, and cost-effective driving electric can be. The initiative also invites concertgoers to sign the "[Going Electric](#)" pledge, join virtual events, and become part of a growing national EV Ambassador Network.

"Electric vehicles aren't just better for the environment – they're better, period," said **Stuart Gardner, Executive Director of Generation180**. "They're cheaper to 'fuel up,' cheaper to

maintain, and they help cut our reliance on foreign oil. This is about energy freedom, cleaner air, and investing in American innovation.”

"At REVERB, we're always looking for powerful ways to connect fans with climate solutions, and using electric vehicles is one of the most immediate, tangible actions people can take," said **Adam Gardner, Executive Director of REVERB**. "Partnering with Generation180 on tour lets us bring this message straight to the people, inspiring concertgoers to see that driving electric is possible, impactful, and part of a larger movement toward a cleaner, more just future."

By teaming up with artists like Tyler Childers and the Dave Matthews Band – who are committed to sustainability and environmental impact through REVERB – Generation180 continues to partner with trusted messengers to deliver positive messaging about the electric transition.

#### Join the movement:

- Take the [Going Electric Pledge](#)
- Join the [EV Ambassador Network](#)
- Enter the [10,000 EV Rides Challenge](#)
- Or sign up for one of our [upcoming virtual events](#)

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#### About Generation180

[Generation180](#) is a national nonprofit working to inspire and equip people to take action on clean energy in their homes and communities. We lead national education campaigns to electrify homes, buildings, and transportation – the biggest sources of carbon emissions. By partnering with artists and storytellers, we work to change the climate narrative from gloom and doom to “We Got This!” and give people meaningful ways to take action toward a cleaner, healthier, and more equitable energy future.

#### About REVERB

REVERB ([REVERB.org](#)) is the music industry’s leading sustainability partner. With over two decades of experience, the environmental nonprofit has worked with artists across all genres to green tours, reduce carbon emissions, engage fans, and drive funding for climate and social action initiatives. REVERB’s 360 degree model—from backstage to front-of-house—makes it easy for artists and the industry to have a meaningful, measurable impact on protecting people and the planet.

