



*****MEDIA ADVISORY*****

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Coulee Region Bio-Fuels LLC, Opens Wisconsin's First Vegetable Oil Recycling And Distribution Center

WHAT:

The landmark Coulee Region Biofuels Recycling and Distribution Center in Blair, Wisconsin will hold an Open House and Product Demonstration on Wednesday, May 23, 2007. This open house will reveal a collaboration of three of the region's leaders in biofuel technology. Taavi McMahon and David Dudley of the PrairieFire Biofuels Co-op and John Feyen of Arcade Pumping have formed an LLC named Coulee Region Biofuels. Matt Fisher, Project Manager at INOV8 International, has been instrumental in the development of the project because of INOV8's role as a leader in alternate fuels combustion technology. John Feyen of Coulee Region Bio-Fuels is pleased to show the Coulee Region this new facility that will have the ability to collect, recycle and distribute an environmentally friendly alternate fuel source for businesses in the Coulee Region. There are two types of burners that have the ability to use this fuel and they both come from the Coulee Region corporation INOV8 International of La Crosse. One of the burners is the patented Multi-fuel burner capable of burning waste and straight vegetable oil and virtually any combustible oil that has BTU value. The other is the patent-pending Dual-fuel burner that truly burns two different fuels at the same time, a ground breaking, industry first. There will be demonstrations of the entire process from collection of the oil to the different appliances and burners that use it. Please take the time to come and see a new way to save as well as be environmentally friendly.

WHEN:

Wednesday, May 23, 2007 – 10:00 AM

WHERE:

Coulee Region Bio-Fuels Collection and Distribution Center
509 4th St., Blair, Wisconsin
(At the intersection of Highways 53 and 95)

SPEAKERS:

John Feyen, Coulee Region Biofuels
Rebecca Faas, President and Owner, INOV8 International Inc.
Taavi McMahon, Board of Directors, PrairieFire Biofuels

BACKGROUND:

The desire to reduce the dependence on fossil fuels and the ability to use readily available waste vegetable oil have been the driving factors in the organization of the PrairieFire Biofuels Co-op of Madison, of which Taavi McMahon and David Dudley are charter members. The need to reduce the costs of his trucking company led John Feyen of Arcade Pumping to begin collecting waste vegetable oil and processing it into biodiesel for his own use. At the same time, Matt Fisher of INOV8 International had just installed the first boiler fueled by waste vegetable oil at a restaurant to provide their hot water. INOV8 has been involved in alternate fuels combustion technology for over 19 years. McMahon, Dudley, Feyen, and Fisher discussed their passion for environmental awareness, and from this discussion emerged the innovation in biofuels you will see on May 23rd. This open house will be the culmination of the shared hopes and dreams of INOV8, PrairieFire Biofuels, and Coulee Region Biofuels – Dreams for a better America that is less dependant on fossil fuels and that is aware of the responsible ways a waste product can be utilized not only to fuel trucks and autos, but also for commercial heating and boiler operation. These gentlemen and the companies they represent all have a genuine desire to offer products and services that will allow people of the Coulee Region to have a real choice when it comes to purchasing fuel for their businesses.