



## *NEWS RELEASE*

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### **HERO BX SPONSORS SUNDANCE AWARD WINNING FILM "FUEL"**

*Nearly 500 people fill the seats for the Erie premiere*

**September 16, 2009 (Erie, PA)** –Nearly 500 people filled the seats last night at the historic Warner Theater, to watch a little history – the Erie premiere of the Sundance award winning film "FUEL". The event was made possible by the support of Samuel, P. "Pat" Black, III, the founder of local biodiesel company HERO BX. Black is also an executive producer of the film.

"I'm passionate about this film because it is a dynamic portrayal of what will happen to America, and the world, if we don't move to alternative energy, such as biodiesel," said Black. "That's why I founded HERO BX. We are committed to helping lead the way to alternative fuels, but without the support of each and every American, we can't move our country to energy independence or environmentally sustainable energy sources."

HERO BX made the decision to support the film for several reasons including its comprehensive overview of energy policy and its success in demonstrating what America faces with regards to oil around the world and the crisis associated with it.

"The film provides a very important education that we as Americans need to understand. This film outlines the elements of our energy problems and most important lays out the solutions," said Leonard Kosar, CEO of HERO BX. "We are HERO BX, in conjunction with FUEL, want to be a voice for the consumer."

The idea for FUEL came more than a decade ago when Director of the film, Josh Tickell, began driving his Veggie Van around the country on biodiesel made from used restaurant grease. He was propelled both by the positive response of consumers to the idea of driving with a sustainable fuel, biodiesel, and by the pollution he witnessed first-hand as a child growing up in Louisiana in an area that is surrounded by major oil refineries.

"The reason the movie is so important is that it inspires an informed dialogue in replace of an emotional reaction, and without informed dialogue, people are powerless," said Tickell.

In an effort to bring the message of FUEL to people around the country, The Veggie Van Organization is offering an approved 35 minute version of the film for schools across the country at no charge. In addition, the organization is offering free green curriculum to teachers. To learn more, visit [www.VeggieVan.org](http://www.VeggieVan.org) or [www.CurriculumHub.com](http://www.CurriculumHub.com).

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**About HERO BX**

HERO BX, formerly Lake Erie Biofuels, LLC, started operations in 2007 and is Pennsylvania's first large-scale biodiesel production facility. A fully accredited BQ-9000 producer and marketer of biodiesel, HERO BX is the leading producer of biodiesel in the United States and distributes its fuel around the world. HERO BX's state of the art, on-site laboratory for ASTM D6751 testing, guarantees its biodiesel surpasses all accepted industry standards for performance and quality. To learn more about HERO BX, visit [www.HEROBX.com](http://www.HEROBX.com). To download logos, photos, audio and video, visit the Company's online news room at [www.HEROBX.com/press](http://www.HEROBX.com/press).

**About "FUEL"**

"FUEL" is a powerful documentary that educates the general public on sustainability and the values of sustainable bio-based fuels such as biodiesel. The film's creator, Josh Tickell, has spent over 10 years educating Americans about green energy, and thanks to HERO BX, Tickell's dream of releasing a major motion picture that highlights the importance of fuels like BX has become a reality. FUEL won the Sundance audience award and launches in theaters nationally this month. The movie is a powerful testament to the difference sustainable energy can make. To learn more about the documentary "FUEL," visit [www.thefuelfilm.com](http://www.thefuelfilm.com).