

## Pierce Pepin Cooperative Services Enables EV Tourism to Pierce County

**Ellsworth, WI** – A little rain didn't dampen the fun on Saturday, August 27, when Pierce Pepin Cooperative Services (PPCS) members and employees, and Dairyland Power Cooperative and Ellsworth Chamber of Commerce representatives gathered at Vino in the Valley to celebrate the installation of a CHARGE electric vehicle charging station. With this installation, PPCS is partnering with Vino in the Valley to encourage tourism in Pierce County by electric vehicle drivers.

PPCS is a founding member of CHARGE EV, LLC, whose mission is to build an EV charging network across the nation in rural cooperative territories. CHARGE has grown from 31 electric cooperatives to nearly 100 spread across the upper Midwest, Florida, Alabama, South Carolina, and Oregon.

“Electric cooperatives power 56 percent of the landmass of the United States and energize over 20 million homes, businesses, farms, and schools,” said Nate Boettcher, PPCS president and CEO. “Range anxiety continues to be a major concern for those looking to purchase an EV. By locating these charging stations near tourism and entertainment destinations, we are encouraging members and non-members to spend time at our community businesses.”

PPCS members enjoyed food, wine tasting, and prize drawings. The Ellsworth Wisconsin Area Chamber of Commerce conducted the ribbon-cutting ceremony. CHARGE electric stations can be found through their website, [charge.coop](http://charge.coop), or the Plug Share app for smartphones.



*Nate Boettcher, PPCS president and CEO (center right), and Larry Brenner, owner of Vino in the Valley (center left), are partnering to help eliminate range anxiety for EV drivers and encourage them to spend time in Pierce County knowing they can charge their vehicles.*