



Park & Charge Oxfordshire Comes Live to Abingdon, Henley and Witney - Media Kit

Abingdon Saturday 14th August 2021 10:00 BST - 16:00 BST
Henley Friday 20th August 2021 10:00 BST - 16:00 BST
Witney Saturday 21st August 2021 10:00 BST - 16:00 BST

KEY INFORMATION

After the success of our June event in Bicester, Park and Charge is coming live to the rest of Oxfordshire with a roadshow of immersive EV events to give people the confidence they need to switch to an electric vehicle. We're inviting local residents to come along and learn more about electric cars, chat to our EV Champions and actually test drive an EV to take a spin and see what all the fuss is about.

The team will also be on hand to explain more about the project and where the next sets of EV chargers will be popping up.

EVENT PAGE

Please do invite Oxfordshire residents to visit our website event page below, to help spread the word:

<https://parkandchargeoxfordshire.co.uk/park-and-charge-is-coming-live-to-witney-abingdon-and-henley-with-hands-on-electric-vehicle-events/>

Alternatively, they can sign up to our Facebook events:

- ⚡ Abingdon Saturday 14th August (10am-4pm) - <https://fb.me/e/20XbM4dI9>
- ⚡ Henley Friday 20th August (10am-4pm) - <https://fb.me/e/4oluluRYm>
- ⚡ Witney Saturday 21st August (10am-4pm) - <https://fb.me/e/4np1LtKCK>



VIDEO CONTENT

We have created an event promo video that can be shared across social media to promote the event and get people interested. Please do download and use this:

<https://vimeo.com/577950714/ca4fe0246d>

We will regularly be posting content to our social media channels about the event - keep an eye on these and please use the share button on all the relevant channels to help us spread the word about the official launch.

EXAMPLE COPY

We would love to hear your own words when posting about the event, but feel free to use the example copy below:

Join us in Abingdon, Henley and Witney as we hit the road with (@)Park and Charge Oxfordshire, bringing you a trio of immersive all-day events exploring the exciting world of electric vehicles. You'll be able to learn more about electric cars, how you can make the switch in Oxfordshire, and even head out on a test drive in a range of new and second-hand EV models.

The Park and Charge team will be on hand to answer any questions you have about the project, so drop by whenever suits you:

Abingdon Saturday 14th August - 10am - 4pm - Cattle Market car park (next to Waitrose car park)

Henley Friday 20th August - 10am - 4pm - Kings Road car park

Witney Saturday 21st August - 10am - 4pm - Woolgate Shopping Centre

Or

Come along to Abingdon (14th August), Henley (20th August) and Witney (21st August) for a day packed with hands-on EV activities, advice and information about making the switch to an electric vehicle. The Park and Charge team will be on hand to answer all your questions, and show off the latest electric vehicle models.

👉 Check out (@)parkandchargeoxfordshire for more information.

MORE EVENT CONTENT

Below are some static posts, and a printable poster promoting the event - use these to spread the word!

Static posts

<https://greentv.wetransfer.com/downloads/1e2d0bbb2b00c01901cc11831a9cec6a20210728104237/b7b4ef0dbe48d0ae14952d3a4c9e9a4a20210728104237/b348b2>

Posters:

<https://greentv.wetransfer.com/downloads/9feada7c58e8d89a85d2790a6501a53920210728104801/259577e195286f48d20bc1cc75e7d2c320210728104801/e7fc79>

SOCIALS

Facebook: @parkandchargeoxfordshire

Twitter: @parkandchargeox

LinkedIn: @Park and Charge Oxfordshire

Instagram: @parkandchargeoxfordshire

#parkandchargeoxfordshire #EVreadyOxfordshire

FURTHER CONTENT

We have collated all of the relevant assets for partners and media, including brand guidelines, stock video, images, promo videos, and logos, [here](#).

TONE OF VOICE

The tone of voice on all of our social media channels is friendly, informative, and positive. We aim to inform, entertain and assist our audience with our posts, whilst overcoming any of the barriers they have to driving electric vehicles.

CONTACT

For any queries around Park & Charge communications, please contact:

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For general enquiries about the wider Park and Charge Project, please contact:

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