



**FOR IMMEDIATE RELEASE**  
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**Generation180, REVERB, and Dave Matthews Band Announce 4th Summer Tour Partnership to Inspire EV Adoption Across the U.S.**

**New York, NY / Charlottesville, VA** — National clean energy nonprofit Generation180 is proud to announce its fourth year partnering with REVERB and the Dave Matthews Band Summer Tour, continuing a powerful collaboration that brings electric vehicle (EV) education and climate action directly to music fans across the country. As more Americans look for ways to save on everyday costs, [EVs are emerging as an increasingly affordable option](#), offering lower fuel and maintenance expenses that can add up to meaningful savings over time.

[This year builds on growing momentum](#) from Generation180's expanding presence on national tours. In 2025, Generation180 engaged thousands of concertgoers through two major tours, including a first-time partnership with Tyler Childers and a continued collaboration with Dave Matthews Band, which reached fans in dozens of cities and sparked meaningful conversations about clean transportation, individual action, and the National Going Electric Pledge.

"Music has a unique ability to bring people together," said **Stuart Gardner, Executive Director of Generation180**. "By showing up in these spaces, we're not just sharing information, we're creating experiences that help people understand how going electric is exciting, possible, and the better choice. Transportation is the single largest source of carbon pollution in the U.S., so EVs represent a real opportunity to reduce emissions."

"REVERB is honored to continue our partnership with Generation180 to encourage music fans to go electric," said **Paige Roth, Director of Volunteer & Community Programs at REVERB**. "Our goal is to unite people around music while tackling environmental and social issues, and we are thrilled to bring Dave Matthews Band fans the opportunity to take action with Generation180 before enjoying the show."

During the 2025 Dave Matthews Band tour, Generation180 supported 35 shows across 26 cities, engaging hundreds of fans with the help of 44 dedicated volunteers. Concertgoers connected with ambassadors through personal stories, hands-on learning, and the chance to win a guitar signed by Dave Matthews.

“Folks of all ages stopped by, but many who took the pledge were under 40,” said volunteer Bri Graves from Charlottesville, VA. “People were genuinely curious, and once they learned more, they were open to the idea of driving electric.”

Moments like these highlight the power of peer-to-peer engagement. From longtime EV owners sharing their experiences to new audiences discovering EVs for the first time, the tours created space for authentic conversations that move people closer to action.

These music partnerships reflect Generation180’s broader strategy: meeting people where they are and working with trusted messengers, such as EV owners and music lovers, to inspire action.

By teaming up with artists and organizations like Dave Matthews Band and REVERB, Generation180 is helping normalize EV adoption and making clean energy part of everyday conversations. Whether through a quick stop at a booth, a photo op with friends, or a deeper conversation with an EV owner, each interaction helps shift perceptions and build momentum.

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### [About Generation180](#)

Generation180 is a national nonprofit organization 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.

### [About REVERB](#)

REVERB is the music industry’s leading sustainability partner. For over two decades, this environmental nonprofit has worked with artists across all genres to green tours, cut carbon emissions, engage fans, and fund climate and social action. REVERB’s [Music Decarbonization Project](#) fast-tracks climate solutions to directly eliminate music’s carbon pollution, with a focus on clean power for live events. Their 360-degree approach — from backstage to front-of-house — makes it easy for artists and the industry to have a meaningful, measurable impact on people and the planet.