



For Immediate Release

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“Solarize San Luis Obispo County” Helps Homeowners Save with Solar *Local Leaders Applaud Program at Launch Event*

San Luis Obispo, CA, August 1, 2013 – Business and government leaders gathered in San Luis Obispo to celebrate the launch of “Solarize San Luis Obispo County,” a group-purchasing program for residential solar electric systems.

Two local non-profits, the Economic Vitality Corporation (EVC) and the Community Environmental Council (CEC), have partnered to bring this limited-time program to San Luis Obispo County, with the goal of making the switch to solar power simple and affordable for county residents. “The Solarize program offers homeowners a streamlined process for going solar at a group-purchasing price from local vetted installers,” explained Jefferson Litten, CEC’s Solarize Program Coordinator. Litten noted that similar Solarize group-purchasing programs in Santa Barbara and Ventura Counties have helped more than 140 homeowners switch to solar energy.

The Solarize program features two local solar installers, REC Solar and Solarponics, both of whom were on hand at the event. The companies were vetted by a committee of experts and selected for the program based on a broad range of criteria. Both companies have agreed to offer special pricing to county homeowners who sign a solar contract through the program by November 1. “Many past Solarize customers comment on the peace of mind they gain knowing that their installer was vetted by a committee and the certainty of receiving a fixed, group-purchase price,” said Litten, “Homeowners are also grateful to have CEC as an expert resource to answer their difficult questions about solar.”

EVC President & CEO, Michael Manchak was encouraged at the possibility that the program will positively impact the local economy, noting the program supports local companies and creates local jobs. Manchak stated, “Solarize San Luis Obispo County will help stimulate the local economy in the trades that still need more jobs. The program increases the community’s awareness about solar and the benefits it can provide – thereby boosting the number of solar installations throughout the county. The EVC’s countywide Economic Strategy and Green Energy Cluster applaud similar programs, which have successfully increased the number of solar installations in communities across the country. Solarize programs also help all contractors in the solar field by creating more consumer awareness and ultimately more demand.”

Third District County Supervisor Adam Hill was encouraged by the program and urged County homeowners to take advantage of the program. Hill stated, “Going solar will help homeowners save money, support local businesses, and help the environment by increasing the amount of renewable energy in the County. It’s a win-win for everyone.”

At the event, CEC and EVC were presented with a “California State Legislature Certificate of Recognition” from the offices of Assemblyman Katcho Achadjian and Senator William Monning. The certificate recognizes the Solarize program’s value in helping homeowners go solar.

Solarize San Luis Obispo County will be available to homeowners for three months, beginning August 1, 2013 through November 1, 2013. During this time, homeowners can switch to solar at a fixed, group-purchasing price from either of the two installers.

As part of the program, EVC and CEC will host free educational workshops to inform homeowners about solar technologies, energy efficiency, solar financing options and the Solarize program. “A vital component of Solarize is education,” noted Litten, “Many homeowners are not aware that they can start saving right away by switching to solar. By educating the community about the benefits of solar, the entire industry benefits and we help homeowners save money.”

Anyone interested in learning about solar is encouraged to attend one of these upcoming workshops:

Atascadero	San Luis Obispo	Arroyo Grande
Tuesday, August 13 6:00 – 7:30 pm	Wednesday, August 14 6:00 – 7:30 pm	Thursday, September 5 7:00 – 8:30 pm
Atascadero Pavilion 9315 Pismo Ave.	SLO Elks Lodge 222 Elks Lane	Portuguese Hall 707 Huasna Road

Solarize SLO County participants will also help support the EVC and the CEC and their missions in the community. Included in the purchase price of each system will be a fee to help both organizations continue to bring beneficial programs to the Central Coast and be self-sustaining.

To learn more or apply for Solarize San Luis Obispo County, homeowners can go to www.SolarizeSLO.org or call 805.963.0583 x 105. Homeowners can also find more information on Facebook at <http://www.facebook.com/cecsolarize>.

About the Economic Vitality Corporation

Economic Vitality Corporation (EVC) is a regional non-profit, economic development organization committed to developing a vibrant and sustainable economy throughout San Luis Obispo County. We connect businesses with resources to help them become established and grow. Since 1994, the EVC continues to provide world-class business resources for a thriving community. www.sloevc.org.

About the Community Environmental Council

Since 1970, the Community Environmental Council (CEC) has led the Central Coast region – and at times California and the nation – in creative solutions to some of the toughest environmental problems. Today CEC is focused on moving the Central Coast away from dependence on fossil fuels in one generation. Find CEC on the web at www.cecsb.org, on Twitter @CECSB and on Facebook at <http://www.facebook.com/CECSB>.

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