

FOR IMMEDIATE RELEASE: 05/06/2016

Contact: Sarah Imboden, Solarize Northern Dutchess Media Liaison

Solarize Northern Dutchess Ramps Up Solar Awareness in First Two Months of Campaign

More than 100 residents request free solar assessments

The Solarize Northern Dutchess initiative which launched March 1 has had an incredible first half. Since the campaign's launch event, more than 200 residents have attended community-sponsored solar workshops and open houses. Solarize Northern Dutchess is one of three campaigns being run by Solarize Hudson Valley this spring.

"Northern Dutchess communities have come together over Solarize – we have over 100 leads for residential projects! We continue to focus on letting homeowners know about their options, but we also want to help businesses understand they can be part of the program," said Solarize Northern Dutchess campaign organizer Laurie Husted.

There will be a breakfast meeting on Wednesday, May 11 for interested commercial property owners to learn more about the incentives for solar installation on buildings zoned for commercial or non-profit use. Interested parties are encouraged to RSVP (<http://solarizebreakfastcommercialplus.eventbrite.com>), but there is no cost to attend. A community workshop will also be held in Hyde Park on Tuesday, May 10 at 7pm in Town Hall. Details can be found on the campaign website, www.solarizeND.org. Anyone can sign up to learn more and receive a free site assessment by following the instructions on the campaign website.

Direct Energy Solar, one of the participating solar installers, has offered the campaign one free 5kW system to bestow somewhere in the seven municipalities that are sponsoring Solarize Northern Dutchess if the campaign can achieve 50 contracts with Direct Energy before the final deadline of July 31, 2016. Husted said that if Solarize Northern Dutchess wins a system, its location would be put to a vote. "We are eager to hear from people in our seven communities – let us know who should get the system!"

Solarize Northern Dutchess is run by Solarize Hudson Valley, which is part of Catskill Mountainkeeper's statewide RenewableNY program. The three-year effort is funded in the Hudson Valley and Southern Tier by the New York State Energy Research and Development Authority (NYSERDA). By leveraging group discounts through pre-selected installers and community outreach, residents receive a 10-20% automatic discount on their solar systems.

While the majority of the campaign events are held in the hub communities of Red Hook, Rhinebeck, Milan, Pleasant Valley and Hyde Park, these solar discounts are open to all Dutchess County residents. Folks in neighboring Columbia County can also participate. All are encouraged to learn more and enroll

using the campaign website: www.solarizeND.org to find out if solar is right for their home, commercial or non-profit building.

###