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MEDIA ALERT: REQUEST FOR COVERAGE

Solar San Antonio's 'Bring Solar Home' Campaign to Help Homeowners Go Solar with San Antonio's First Ever Low-Interest Solar Lending Options

- WHO:** Lanny Sinkin, Solar San Antonio Executive Director
Mayor Julian Castro
Tommy Adkisson, Bexar County Commissioner
Doyle Beneby, CPS Energy President and CEO
- WHEN:** Tuesday, September 7, 2010 at 9:30 a.m.
- WHERE:** City Hall Media Briefing Room, 100 Military Plaza
- VISUALS:** Oversized Bring Solar Home Campaign billboard prints
- MORE:** **August 25, 2010** - Non-profit organization, Solar San Antonio has worked with local financial institutions to facilitate San Antonio's first ever low-interest solar loan programs. With these options, solar energy is now easy and affordable for homeowners.

To educate the community about these new lending programs and encourage local solar commitments, Solar San Antonio announces the "Bring Solar Home" campaign with support from CPS Energy, the City of San Antonio, Bexar County, and Wells Fargo, N.A.. The campaign will include a variety of print, outdoor, radio, and television ads to encourage the community to contact Solar San Antonio at a dedicated campaign phone number, (210) 22-SOLAR, or campaign website, bringsolarhome.com. Using these tools, Solar San Antonio staff will gather preliminary information to determine what solar product is of interest and possible for the homeowner. This information will then be given to three solar installation companies to follow-up with bids. Campaign staff will monitor the entire process to ensure quality and a good experience for the homeowner, solar installer, CPS Energy, and financial institutions.

"The ultimate goal of the 'Bring Solar Home' campaign is to make installing solar energy easier for our community. Our staff has worked with San Antonio Credit Union and other financial institutions to pioneer new solar lending models. By educating homeowners and helping them through the process, we look forward to more people realizing the benefits of going solar," says Lanny Sinkin, Executive Director of Solar San Antonio.

For most homeowners, the largest barrier to installing solar energy is the large upfront cost. With financial models developed for the Bring Solar Home campaign, net solar installation prices are expected to be between \$20/month to \$50/month. Details of this innovative financial model will be presented at the press conference.

By bridging the gap between residents and industry professionals, we will increase the number of solar installations in San Antonio.

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About Solar San Antonio

Solar San Antonio is a non-profit 501(c)(3) advocacy and resource center for renewable and sustainable energy applications. Utilizing community education and outreach, we strive to decrease energy costs and improve the quality of life in San Antonio and South Texas. We actively encourage the widespread use of solar and other renewable and sustainable energy sources informing the community about benefits to the regional economy, environment and human health, as well as supporting public policies that advance this possibility.