

## **FOR IMMEDIATE RELEASE**

Arizona Supports “Energy Awareness Month” With Solar and Sustainable Home Tour

Valley Supports “Arizona Solar and Sustainability Month” with Valley Tour

SCOTTSDALE, Ariz., October 5, 2009 –

Nationally, October is Energy Awareness Month by presidential proclamation since 1991. The aim is to promote public understanding of our energy needs and to reduce energy consumption in our everyday lives. The American Solar Energy Society (ASES) announced its 14<sup>th</sup> annual National Solar Home Tour in support of this important event. The national tour is the world’s largest grassroots solar event with more than 150,000 participants annually, taking place in nearly every state across the U.S. This fun event offers open-house tours to show how a range of solar, sustainable, and green building applications can be used to reduce monthly utility bills, to live more comfortably within your local environment, and to help improve climate change.

Here in Arizona, Governor Jan Brewer proclaimed October to be Solar and Sustainability Month.

### Valley of the Sun Tour Announced

Together, the Arizona Solar Energy Association (ASEA), the Arizona Solar Center (AZSC) and the Scottsdale Green Building Program, today announced the 2009 Valley Solar and Sustainable Home Tour – “Living With the Sun - *Valley* Style.”

Chuck Skidmore, ASEA Chairman, explains, “The sun’s energy falls on your roof every day. It can work for you, or against you. This event is a great way to learn how it can work for you.”

The free Valley metro area tour features 18 homes with a variety of solar, Green, and sustainability techniques and technology applications. Included are several green certified homes under the Scottsdale Green Building Program and national LEED certification program. This family-friendly tour provides an informal way to meet people who are using a whole range of approaches to make living in the desert more comfortable, affordable and environmentally friendly.

“This tour can be fun for the whole family. If you ever were uncomfortable trying to tackle learning about sustainable and solar living, now is the time to come out and meet people who are happy to share their learning and experiences in an informal setting”, says Dan Aiello, Chairman of AzSC.

### New for 2009

New for this year are homeowners who have used some of the latest technologies such as thin film photovoltaic panels, micro inverters, rain/water capture and re-use systems, and a variety of Green and sustainable strategies and products.

You can also talk with people who have made “going sustainable, Green and solar” more affordable by taking advantage of the latest financing methods, utility rebates, and higher tax credits. Some systems can now be easily expanded as funds become available over time. ASES recently noted that solar costs have decreased by close to 30% in the last year and federal incentives have increased significantly. Arizona continues to support this effort through helpful laws, special permitting and property tax treatment, and a tax credit.

### Take the Tour

The self-guided tour is free and will occur on Saturday, October 24th and Sunday, October 25th, from 9 am to 4:30 pm each day. In keeping with the “sustainable” theme, a down-loadable Guide Book will be posted a week prior to the tour on the Az. Solar Center website, [www.azsolarcenter.com](http://www.azsolarcenter.com) [[www.azsolarcenter.org](http://www.azsolarcenter.org)], and the Arizona Solar Energy Association website, [www.arizonasolarenergy.org](http://www.arizonasolarenergy.org). The Guide Book will provide locations, directions, times, and features of each home.

Come join the growing number of people who use the National Solar Home Tour as their launching point to a more sustainable and energy-wise way of life!

### Statewide Tour Announced

The Valley tour is part of a statewide, month long series of tours as the Arizona component of the ASES 2009 National Solar Home Tour. At the Az. Solar Center website ([www.azsolarcenter.com](http://www.azsolarcenter.com) [[www.azsolarcenter.org](http://www.azsolarcenter.org)]) you can also learn about all of the other Arizona tours and other related upcoming events.

The statewide Arizona tours, “Living with the Sun – *Arizona Style*,” feature a number of communities and open-houses across our State. Communities include Winslow, Sedona, Green Valley, and Tucson. Tour dates vary.

The AzSC website acts as a central, one-stop on-line location, for useful sustainable and solar information in Arizona.

## **Valley Media Tours Available**

Prior to the event, selected home tours in Mesa, Tempe, Scottsdale and Phoenix can be arranged, to include interviews with homeowners. For Media tour information contact: Randy Bauder at 480-235-9119 or email [randybauder@aol.com](mailto:randybauder@aol.com)

## **About the Arizona Solar Energy Association (ASEA)**

The Arizona Solar Energy Association (ASEA) is the State Chapter of the American Solar Energy Society, the largest solar energy organization in the United States. ASEA is a non-profit organization founded in the 1970's with the mission to educate the people of Arizona about solar energy, its applications, and the benefits of utilizing solar technologies. Membership is open to anyone who has an interest in solar and other sustainable technologies. More Information at [www.arizonasolarenergy.org](http://www.arizonasolarenergy.org)

Contact: email Chuck Skidmore, Chairman, at [info@arizonasolarenergy.org](mailto:info@arizonasolarenergy.org)

## **About the Arizona Solar Center (AzSC)**

The Arizona Solar Center is a non-profit collaborative of representatives from government, the universities, solar and sustainability non-profit orgs like ASEA, the solar equipment trade association (AriSEIA), the Az. solar and Renewable Energy business and scientific community, the Az. Utilities' solar and RE programs, and the design and construction arena. The AzSC mission is to promote the use and utilization of solar energy, renewable energy, and sustainability in Arizona. For more information visit the AzSC website: [www.azsolarcenter.com](http://www.azsolarcenter.com) [[www.azsolarcenter.org](http://www.azsolarcenter.org)]

Contact: email Daniel Aiello, Chairman, at [solar@azsolarcenter.com](mailto:solar@azsolarcenter.com)

## **About the Scottsdale Green Building Program**

The Green Building Program encourages a whole-systems approach through design and building techniques to minimize environmental impact and reduce the energy consumption of buildings while contributing to the health of its occupants. Learn more at [www.scottsdaleaz.gov/greenbuilding](http://www.scottsdaleaz.gov/greenbuilding)

Contact: Green Building Program, 480-312-7080

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