

**National Solar Tour Local Press Release**

 Contact: [Your Name, Phone, Email]

**For Immediate Release**

**[Your Org Name Here] Hosts National Solar Tour in Support of the World’s Largest Grassroots Solar Event**

*Homes, Schools & Businesses Nationwide Participating in 22nd Annual ASES National Solar Tour to Help [your town] Residents Cut Energy Costs, Enjoy Tax Credits & Assert Their Energy Independence*

[(YOUR TOWN, STATE, Date)] – [Your organization name here] joins the nonprofit American Solar Energy Society (ASES) and hundreds of solar-savvy installers and grassroots organizations throughout America to showcase thousands of solar-powered homes, schools and businesses ― in [your town or region] and across North America -- for the 22nd Annual National Solar Tour, the world’s largest grassroots solar event.

The event, slated for [date of tour here], is showcases the solar technologies your neighbors are using to 1) drastically reduce monthly energy bills, 2) reduce harmful carbon emissions, and 3) enjoy rich tax credits and cash incentives as they improve their property values.

 “The ASES National Solar Tour shows families and businesses real-life examples of how their neighbors are harnessing free energy from the sun to generate electricity, warm and cool their homes, heat water and slash monthly utility bills,” [he/she] said.

On [date], [Name of your event/organization] will hold open house tours of more than [number of participating sites] homes and businesses in the greater [use name of your region here] area.

The self-guided National Solar Tours in recent years attracted more than 150,000 people in 49 U.S. states and Puerto Rico. National Solar Tours afford participants the direct perspectives of homeowners and installers about the costs, processes and economic and environmental benefits of going solar. The National Solar Tours also give [use name of your citizenry, e.g. ’Coloradans’ or ‘San Diegans‘] a glimpse at how a variety of solar systems look in and around structures with different architectural styles.

“The National Solar Tour demonstrates an array of practical and economical solutions available right here, right now. It encourages neighborhood conversations addressing the growing need for clean energy,” said ASES Executive Director, Carly Rixham.

This National Solar Tour is free and open to the public [or, if your tour charges a nominal fee or donation, please describe here]. Learn more about sponsoring, hosting or volunteering for a tour in your community at: ases.org/tour.

ABOUT [YOUR ORGANIZATION]: [Add 2-3 sentences describing your organization here.]

ABOUT THE AMERICAN SOLAR ENERGY SOCIETY:

For over 60 years the American Solar Energy Society has led the renewable energy revolution. It is the nonprofit organization dedicated to increasing the use of solar energy, energy efficiency, and other sustainable technologies across North America. ASES leads national efforts to promote solar energy education, public outreach, and advocacy. www.ases.org .



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