



Real Goods Solar Launches 'Tell Us Your Story' Program

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Homeowners that Choose Renewable Energy Share Their Motivations for Going Solar

Louisville, CO – October 29, 2012...For more than three decades, Real Goods Solar has helped thousands of homeowners make the switch to clean, green solar power. Real Goods recently launched the solar customer program, 'Tell Us Your Story,' as an online community for the many homeowners and business owners who have had solar systems installed by the national company.

The Program encourages Real Goods Solar customers to share their photos, videos and feedback on the process of going solar and their results. Homeowners have the option of creating a micro-blog to document their solar experience. The program, which functions in tandem with the company's SpreadSolar customer referral program, enables participants to share content through their social networks.

According to John Schaeffer, Residential President and Founder of Real Goods Solar, the catalyst for going solar varies from customer to customer. "Many Real Goods Solar customers find the economics of solar appealing, particularly with the cost of fossil fuels on the rise and expected to increase in the future. At the same time, many see the need to reduce their impact on the environment, and wish to set an example for family and neighbors. For others, going solar is born of a desire to be self-sufficient, with the security of generating your own electricity. No matter why someone ultimately decides to go solar, it's the right thing to do: a beautifully common-sense way to move forward," explains Schaeffer.

To kick off the program, Real Goods is offering a \$500 Amazon.com Gift Card to new customers who join the program between October 18 and December 31, 2012. To sign up and get more information, visit stories.realgoods.com. Real Goods Solar expects stories to start being posted by early November.

About Real Goods Solar

Real Goods Solar is a leading solar energy integrator, having installed over 13,000 solar electric systems. We offer turnkey solutions, and have 34 years of experience in solar energy, beginning with the sale of the first retail solar photovoltaic panels in the U.S. in 1978. With offices in California, Colorado and the Northeast, Real Goods Solar is one of the largest residential solar installers in the country. For more information, visit RealGoodsSolar.com, or call 1-888-56-SOLAR.

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*Some restrictions apply; [see website](#) for details.