



## **Real Goods Solar Selected For Program to Expand Solar Adoption in Portland, CT**

September 24, 2012

### **Innovative SolarizeCT Community Marketing Program Offers Special Savings, Benefits**

Louisville, CO – September 24, 2012... Real Goods Solar, formerly Alteris Renewables, has been selected as the Installer for Solarize CT-Portland, an innovative new pilot project sponsored by the Connecticut Clean Energy Finance & Investment Authority (CEFIA) to encourage residential installations of solar photovoltaic (electric) systems. Portland is one of four Connecticut towns chosen to participate in this exciting program promoting the many benefits of “going solar” to save energy and reduce our collective reliance on fossil fuels.

According to Andy Bauer, Chair of Portland’s Clean Energy Task Force, Portland is the ideal community to pilot the Solarize Connecticut program. “We are extremely eager to bring this program to Portland. Our community has a higher than average awareness of solar, a willingness on the part of homeowners to consider it for their house, and a sizable proportion of our residents who have already taken preliminary steps like the Home Energy Solutions visit in order to be ready for a program like this.”

The Solarize Connecticut pilot is based on a proven residential aggregation model designed to bring down the cost of solar installations when residents in the designated towns sign up for a pre-selected installer’s offering. The more residents who sign up to install solar during the pilot program (late August-December 14th), the more the price decreases for everyone who participates. The Solarize approach has already met with success in Oregon and Massachusetts. Real Goods previously participated in the Solarize Massachusetts program as the installer for the towns of Hatfield and Winchester, resulting in more than 50 additional solar installations in the Commonwealth.

“With roots in Connecticut and more than 700 solar installations in the state so far, we are excited to be part of the Solarize Portland program to further expand solar adoption in the state,” explained Jim Oliva, New England Sales Manager for Real Goods Solar. “We strongly believe that this program will help further demonstrate clean energy leadership and innovation in the Nutmeg State.”

Since kicking off on September 4, more than 60 Portland residents have requested site evaluations to determine if solar is right for their home.

### **About Real Goods Solar**

Real Goods Solar, formerly Alteris Renewables, 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 [www.RealGoodsSolar.com](http://www.RealGoodsSolar.com), or call 1-888-56-SOLAR.