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**For Immediate Release:** 00/00/00

**Contact:**

Name | [xxx@nyserda.ny.gov](mailto:xxx@nyserda.ny.gov) | 518-862-1090 ext. 000

**[Insert Locality] to Take Part in Solarize Program  
To Support Growth of Photovoltaic Investment Under NY-Sun**

*Solarize Program Offers Limited-Time Discounts to Local Residents;  
Kick-Off Workshop to Take Place on [DATE]*

[LOCALITY] will take part in Solarize, a program that will make investing in solar power easier and more affordable for local residents and businesses.

The Solarize [NAME] program will kick off with a workshop on [DATE] from [TIME] at the [ADDRESS/ROOM], where residents and business owners can learn about the program.

NYSERDA makes implementing solar easier and more affordable by supporting locally-organized community outreach aimed at getting a critical mass of area homes and businesses to install solar and obtain competitive pricing, thereby lowering the cost. Historically, Solarize campaigns lower the cost of solar 10 to 20 percent.

After a thorough pre-qualification process, Solarize [NAME] has selected [CONTRACTOR] as the designated solar installer for Solarize [NAME]. Residents and businesses who sign up for solar installations by [DEADLINE DATE] will be able to take advantage of group rates below market prices. The more customers who sign up, the lower the price will be for everyone.

OR

Solarize [NAME] will be selecting a designated solar installer using a thorough pre-qualification process. Residents and businesses who sign up for solar installations by [DEADLINE DATE] will be able to take advantage of group rates below market prices. The more customers who sign up, the lower the price will be for everyone.

QUOTE FROM LOCAL OFFICIAL

Solarize [NAME] is supported by the New York State Energy Research and Development Authority (NYSERDA) under Governor Andrew M. Cuomo's NY-Sun initiative. NY-Sun will invest up to $1 billion in solar power through 2023 to significantly expand solar installations across the State, ultimately transforming New York’s solar industry to become self-sustaining.

Solarize [NAME] will officially kick off on [DATE] when it holds its first workshop. Residents and businesses owners who are interested in learning more about Solarize [NAME] are urged to attend.

More information about Solarize [NAME] can be found by visiting (WEBSITE ADDRESS TBD) or by contacting [CONTRACTOR].

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**About NYSERDA**: NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA’s programs and funding opportunities, visit nyserda.ny.gov or follow us on Twitter, Facebook, YouTube, or Instagram.