



CITY of BEAVERTON

NEWS RELEASE

The Best of Oregon

Contacts: Bill LaMarche, Public Information Manager
(503) 526-3737 / blamarche@ci.beaverton.or.us

Jordan Imlah, Public Information
(503) 350-4083 / jimlah@ci.beaverton.or.us



FOR IMMEDIATE RELEASE
February 28, 2011

MEDIA ADVISORY

WHAT: The City's Solar Beaverton program encourages Beaverton residents to install solar technology on their homes. The program hopes to build upon last year's successful pilot program. The City hopes to lead the state in new installations and plans to share details of the program with other cities and counties within Oregon and beyond.

WHY: The Solar Beaverton program provides incentives to residents to buy solar through competitive pricing and simplifying the process. The program's goal is to help reduce green house gas emissions, support local jobs and local green technology companies.

WHO: Mayor Denny Doyle and leaders within the solar industry (Keith Knowles, LiveLight Energy, and Marvin Talbert, Solar World) help kick-off this innovative, collaborative program.

When: Tuesday, March 1, 10:30 a.m.

WHERE: Beaverton City Hall, 4755 SW Griffith Drive, Beaverton, OR 97076

CITY UNVEILS SOLAR PROGRAM, AIMS TO LEAD STATE IN NEW INSTALLATIONS

- Solar Beaverton demonstrates City's leadership toward sustainability -

BEAVERTON, Ore. – Beaverton's Mayor Denny Doyle and the City Council have endorsed a fixed-price, consumer-driven solarization program. The program launches with an announcement by Mayor Doyle, Keith Knowles, LiveLight Energy, and Marvin Talbert, Solar World, on Tuesday, March 1, at 10:30 a.m. at Beaverton City Hall, 4755 SW Griffith Drive.

After 2010's successful Solar Beaverton pilot program, Mayor Doyle directed his sustainability team to develop a city-wide program to stimulate the installation of solar technology, promote the use of renewable energy, while supporting local jobs in the Beaverton community.

The City reviewed 13 proposals during the competitive process. LiveLight Energy, LLC, a family-owned Oregon solar design and installation company, was awarded the contract for the City's 2011 community-wide solar program. LiveLight Energy's trade ally for solar panel arrays is SolarWorld, the largest and most experienced U.S. manufacturer of high-performance crystalline silicon solar electric panels, with production facilities and U.S. headquarters in Hillsboro, Oregon. Other system components will be provided by LiveLight Energy's Pacific Northwest trade allies.

According to Cindy Tatham, Project Manager for the Mayor's sustainability program, a core component of the 2011 Solar Beaverton is to encourage sustainability initiatives that citizens can do at their own homes. The program will also provide a simplified process and lowered price to go solar, reduce green house gas emissions, support jobs and local green technology companies.

"We want to help educate our residents about the environmental benefits and affordability of renewable energy use," said Mayor Doyle.

The Mayor is anticipating that more citizens will embrace solar as a viable energy alternative as people become more aware of the environmental and cost benefits associated with solar energy production.

The Solar Beaverton program will include free workshops. For information about the workshops or to schedule one for your employees or community group, call (503) 526-2413, e-mail the City at solar@ci.beaverton.or.us, or visit www.solarbeaverton.org (website will be live on March 1, 2011)

The City plans to share this program model with other cities and counties within Oregon and beyond.

###

Editor's note: For information about the Solar Beaverton program, please contact Bill LaMarche, Public Information Manager: (503) 526-3737, blamarche@ci.beaverton.or.us ; LiveLight Energy's Mara Woloshin: (503) 310-4504, mara@woloshin.com; or SolarWorld's Ben Santarris: (503) 927-9858, ben.santarris@SolarWorldUSA.com. Photographs of photovoltaic homes and construction are available electronically.

ABOUT BEAVERTON

Beaverton was one of just four cities of its size recently recognized as a **"Smarter City" energy leader by the Natural Resources Defense Council** and **one of the 100 Best Places to Live in America** by Money Magazine. In addition, Beaverton has been named the **one of the safest cities in the Pacific Northwest** for three consecutive years, as one of the **best places to raise kids** by BusinessWeek magazine, an **All-America City finalist**, **one of the 100 Best Walking Cities in America** by Prevention Magazine, the **Recycler of the Year** from the Association of Oregon Recyclers, a **Tree City USA**, a Bronze Award **Bicycle Friendly community** designation by the League of American Bicyclists and as one of the Environmental Protection Agency's **Green Power Communities**. Beaverton also enjoys one of the most diverse populations among Oregon cities. For more information, please visit www.beavertonoregon.gov.