

FOR IMMEDIATE RELEASE: MM/DD/YE

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Make sure the person listed is available and knowledgeable.

MEDIA ADVISORY

ARRA Project Dedication Funding Through State Energy Program

Provide 2-3 paragraphs on the background of the project and market title.

(Location) – In May of 2010, Governor Jan Brewer announced 14 Arizona non-profit organizations to receive American Recovery and Reinvestment Act (ARRA) funds, through the State Energy Program, for renewable energy projects across the state.

On Tuesday, the American Red Cross in Tucson will unveil its new solar powered facility, the first Red Cross in the nation to go solar. The non-profit organization was awarded \$50,000 to install a 39 kW grid-tied, roof-mounted photovoltaic system that will generate 75,050 kWh annually and reduce utility costs by 70 percent.

The system will generate more than \$225,000 worth of electricity over the 25-year life span of the equipment. Additional funding was provided by the Freeport-McMoRan Copper & Gold Foundation (\$65,220) and the Tucson Electric Power Utility Rebate program (\$99,875). The \$215,000 system became fully operation on August 18th.

- WHO:** *State of Arizona, (INSERT TITLE)
Department of Energy, (INSERT TITLE)
American Red Cross, (INSERT TITLE)
Net Zero Solar LLC, (INSERT TITLE)
Tucson Electric Power, (INSERT TITLE)*
- WHAT:** *Media tour of the first solar-powered Red Cross facility in the nation*
- WHERE:** *American Red Cross
2916 E. Broadway Road
Tucson, AZ 85716
(Parking available at . . .)*
- WHEN:** *Date and Time*

Include the name, title, and affiliation for each high profile attendee as this will notify reporters that potential sources for a story will be present.

Media will be more likely to attend if they can reach their sources in one location rather than track down each of them separately. Plus, now you have framed the story by selecting the sources interviewed.

Background on the State Energy Program

The U.S. State Energy Program, in existence for 30 years, was expanded in 2009 with \$3.1 billion in Recovery Act funding. *(State Name)* received approximately *(amount)* through the U.S. Department of Energy. For more information, please visit *(provide your website or your state's recovery act office website)*.