

## FOR IMMEDIATE RELEASE

October 1, 2019

### MEDIA CONTACT

Andrew Whelan  
Clean Air Carolina  
(919) 408-7031  
andrew@cleanaircarolina.org

## TOUR OF SOLAR-POWERED HOMES IN PLAZA MIDWOOD PROMISES TO DEMONSTRATE THE VALUE OF GOING SOLAR

**Charlotte, North Carolina** – People interested in learning about renewable home energy options will take a guided bike tour of solar-powered homes through Plaza Midwood this Saturday, October 5, from 1:00 PM to 4:00 PM.

Co-hosted by Clean Air Carolina and Renewable Energy Design Group, the tour will showcase the solar technologies Charlotte homeowners are using to drastically reduce monthly energy bills, reduce harmful carbon emissions, and enjoy tax credits and cash incentives as they improve their property values. Tour participants will see home solar systems in action and hear the direct perspectives of solar homeowners and installers about the costs, processes, and economic and environmental benefits of going solar.

“In 2006 we installed solar panels on another home. We knew when we moved that we wanted to do it again. It was a nice surprise to learn the efficiency of the panels had increased while the prices had come down. Most importantly though, it’s a way to invest in the kind of clean energy future we want for our children. Our home is running on sunshine,” said Lisa Zerkle, whose solar-powered home will be featured on the tour.

The bike tour will meet at 12:45 PM at Common Market before visiting six solar-powered homes in Charlotte’s Plaza Midwood neighborhood. Those interested in learning more about home solar systems without participating in the cycling tour are invited to explore the solar homes at their own pace. Addresses for the featured homes and a tour map can be found at [www.cleanaircarolina.org/solartour/](http://www.cleanaircarolina.org/solartour/).

The tour will conclude at the solar-powered brewery Birdsong Brewing Co., where participants can learn more about renewable energy options for their homes.

“The Solar Tour is a great way for people to connect with local, functioning solar energy systems that have been operational for many years. We look forward to answering questions and dispelling myths about photovoltaic (PV) technology during this engaging and hands-on tour. Participants will have fun, learn how solar contributes to cleaner, healthier air, and gain a deeper knowledge of how these efficient, long-lasting PV systems function,” said Jeff Redwine, co-founder of Renewable Energy Design Group.

Energy production is the largest source of carbon emissions in North Carolina, and the second largest source nationally. As climate change continues to accelerate, expanding our use of clean energy will become ever more important to producers, consumers, and policymakers alike. Fortunately, home solar prices are rapidly decreasing as solar technology improves, even as the overall price of residential electricity continues to rise. The total price of residential solar systems has dropped by roughly 45% since 2010.

“Any serious plan to tackle the climate crisis and improve our air quality has to include transforming our energy sector from fossil fuels to clean renewable energy. And as the demand for Duke Energy’s solar rebates shows, there is significant untapped enthusiasm and interest for residential solar from private homeowners,” said June Blotnick, Executive Director of Clean Air Carolina.

The Solar Homes Cycling Tour in Charlotte is part of the 24<sup>th</sup> annual National Solar Tour, the world’s largest grassroots solar event. The national tour is organized by the American Solar Energy Society and Solar United Neighbors, and will feature hundreds of local tours of solar homes, schools, and businesses across North America on October 5 and 6.

The Solar Homes Cycling Tour is free and open to the public. Those interested in learning more and registering for the tour should go to [www.cleanaircarolina.org/solartour/](http://www.cleanaircarolina.org/solartour/).

###

*Clean Air Carolina is a statewide nonprofit organization whose mission is to promote climate change solutions and ensure cleaner air quality for all North Carolinians through education and advocacy and by working with partners to reduce sources of air pollution.*

[www.cleanaircarolina.org](http://www.cleanaircarolina.org)

*Renewable Energy Design Group (RED) sources, designs, and installs solar energy systems that maximize production, and in turn maximize their clients’ investments. RED has been installing solar since 2012 and has over 150 solar panel systems installed in Charlotte.*

[www.REDgroupNC.com](http://www.REDgroupNC.com)

*Since 1954 the American Solar Energy Society has led the renewable energy revolution. It is the nonprofit organization dedicated to increasing the use of solar energy, energy efficiency, and other sustainable technologies across North America. ASES leads national efforts to promote solar energy education, public outreach, and advocacy. [www.ases.org](http://www.ases.org)*

###