

About SolarDay

SolarDay is a national and international day of recognition of Solar Energy, Clean Technology, Energy Independence, sustainability and Protection of the Planet.

Mission

Read the SolarDay Mission Statement online at:

<http://www.solarday.com/mission>

Contact

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Why Hold an Event on SolarDay?

1. The purpose of holding an event on Saturday, June 19 for SolarDay 2010 is to raise awareness about city, state and federal renewable energy programs among residents in your city.
2. Publicizing your programs on SolarDay will be more effective since national and local media will be likely to cover any event that is centered around a day of recognition, similar to promoting your green initiatives on Earth Day.

Easy SolarDay 2010 Events for Cities

- Host an information session in your city hall lobby or other government building. Invite local solar dealers to present information and pass out information. Create a simple information poster that highlights your city, state and federal renewable energy programs and rebates. Print up a list of online resources for residents to follow up with.
- Host the media and residents at a local solar or solar hot water heating installation in your city. The local solar company that installed the installation can provide a background on the energy benefits of the installation and give interviews along side a city official. Great for local TV.
- Create a web page specific to SolarDay highlighting your renewable energy programs. Have a brief internet video message from the environmental program manager or mayor. Suggested scripting can be provided.
- Engage local utilities and solar companies to participate in the event. SolarDay can help you engage local solar companies or utilities to present information at any event you decide to hold.
- Setup a booth or information stand at local farmer's market or community event.

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Ideas for Larger Community Events

SolarDay 2010, Run for the Sun. How about a nice, friendly 5K walk & run event on this Saturday – with proceeds donated to a good local cause. A SolarDay Walk-A-Thon would also be great.

Share Your Solar. How about a self-guided tour of local solar homes and businesses so people can see and learn about the benefits of solar energy from the people using it.

My Town Eco-Tour. Our towns and cities have cool eco-elements local residents don't know about. Why not an Eco-Tour on SolarDay 2010 to check out the people and places that are living and working "green" in your town? Invite along a reporter from your local newspaper.

Going Green – Ten Easy Steps To Sustainability. Need an expert for SolarDay? Your local solar energy company can help, as can the U.S. Green Building Council and local organizations that would be happy to discuss steps everyone can take to live eco-friendly lives. Some of these folks could be speakers at your SolarDay 2010 event.

Save Energy. Your local solar installation company would be happy to talk with you if you're thinking of "Going Solar". They can also provide energy-saving tips like insulating your house, looking for energy "leaks", long-lasting, energy-efficient lightbulbs, and point you in the right direction on ways to reduce your monthly energy bill.

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Your Local Eco-Homes & Eco-Businesses Awards. In addition to saving energy, why not recognize your local homeowners and businesses who have gone solar and green. They would be happy to share some of the things they've done for both energy independence and a more eco-friendly way to live and work

Start A Community Organic Garden – you can't grow one without the sun. How about an organic gardening expert at your SolarDay 2010 event to talk about chemical-free foods, natural and organic and biodynamic gardening. All good.

Solar Oven Chef – Picnic Contest. Solar ovens are quite amazing for cooking. They are easy to build (just do a Google for: solar ovens) or buy. A Solar Chef's contest would be fun – cooking food with solar ovens and a tasting panel with Blue Ribbon awards for tasty solar-cooked foods. This would also be community news for your local newspaper. Move over The Food Network . . .

Go Green – Schools Fundraiser. Many of us have children have obtained sponsors for school fundraisers. Why not a green getaway weekend package with fundraiser donations from an eco-friendly hotel, the local organic foods restaurant, maybe a natural winery – you get the idea. And, for this fundraiser why not contact your local solar energy company for their contribution: perhaps a valuable discount coupon or special offer for a solar installation on a house or business in your town.

Our Green Town: Photos & Videos. Invite your community to post their green photos on your organization's or town's website to share what folks are doing, in your town, to live green.

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How does SolarDay offer to help?

Promotion of your event in your local media

We will help promote your event in the local media in your area. This means we will write a story pitch, announcing the event and offering interviews with you or anyone that would like to comment on the renewable energy programs in your city.

In 2009, the first SolarDay event was held in San Francisco. More than 25 local media covered the event, including local television:

<http://www.youtube.com/watch?v=Qly3YrBj2AY>

In 2009 more than 700 national media covered SolarDay.

Promotion of your event on SolarDay.com

We will create a custom web page for your city or organization on solarday.com (example: solarday.com/yourcity) that highlights the event, shows any video messages you've created and provides links to renewable energy programs that apply to your residents.

Since solarday.com is the primary portal for all things SolarDay, your page will get significant exposure as people read about SolarDay in national media.

Event materials and Fact Sheets

We can help create solar fact sheets that can be printed and distributed at your event. Fact sheets can be about:

- General information about solar energy
- General information about solar hot water heating
- Information about your city or state renewable energy programs and rebates combined with some solar facts
- Fact sheet highlighting a specific solar installation
- ... Or anything else that would be useful for your event.