

**\*\*\*MEDIA ADVISORY FOR SATURDAY, JANUARY 21, 2012\*\*\***

**FOR IMMEDIATE RELEASE:**

January 16, 2012

**THE NEW SOLAR LEASE: Jan. 21st Residential Solar Workshop & Open House**

(Los Angeles) – Community solar innovator Open Neighborhoods ([www.openneighborhoods.net](http://www.openneighborhoods.net)) and leading solar installer PermaCity ([www.permacity.com](http://www.permacity.com)) invite the public to a free solar workshop and open house at PermaCity's showroom in Los Angeles to learn details of new funding available through a partnership between Clean Power Finance and Google to put solar panels on residential rooftops.

The 2pm event on Saturday January 21<sup>st</sup>, 2012 will demonstrate the latest innovations in rooftop solar power and discuss the benefits of NO money down residential solar. Complimentary refreshments will be provided. Space is limited and advance registration is required. RSVP at <http://communitysolar.eventbrite.com>.

Google recently announced [\\$75 million in funding](#) for up to 3,000 homeowners in key markets, including Los Angeles County, to go solar with a Clean Power Finance solar lease.

Rick Needham, director of Energy and Sustainability at Google said, "We're proud to be among the first investors to partner with Clean Power Finance, and enable the company to continue forging strong relationships with the best brands in solar."

Clean Power Finance provides an innovative online marketplace that connects installers with investors such as Google to provide affordable financing for solar power. The result is solar energy that can be significantly less expensive than purchasing electricity from local utilities.

Kristian Hanelt, senior vice president of renewable capital markets at Clean Power Finance, said, "Clean Power Finance believes making competitive finance products available to quality installers like PermaCity is key to advancing the residential solar market. Homeowners ought to be able to afford clean, renewable power at reasonable rates, and we are pleased to partner with Google, PermaCity and community organizers like Open Neighborhoods to offer solar finance products to make that possible."

Open Neighborhoods co-founder James Brennan said, "We are pleased to see Google and Clean Power Finance helping Los Angeles County homeowners take full advantage of Open Neighborhoods group purchasing power to realize significant energy cost savings."

Through the Open Neighborhoods Community Solar program in Los Angeles County, participating homeowners receive group discounts on solar panels, with up to 33 percent discount on a Clean Power Finance monthly payment. Discounted solar installations start at \$4.40/Watt plus tax through the Open Neighborhoods program, and utility rebates and tax incentives reduce the cost further.

Los Angeles County homeowners can determine eligibility to participate in the program and learn more now by requesting a free rooftop assessment at [www.openneighborhoods.net/gosolar](http://www.openneighborhoods.net/gosolar).

A representative from Clean Power Finance will be at the January 21<sup>st</sup> event in Los Angeles to explain the new program and solar leasing experts will walk-through the pros and cons of various leasing, purchasing, and lease-to-own options.

**WHAT:** **THE SOLAR LEASE: Free Solar Workshop and Open House**  
*NO money down residential solar.*

**WHO:** Homeowners, green builders, environmental advocates and community leaders in Los Angeles County.

**WHEN:** Saturday, January 21, 2012, 2pm – 4pm.

**WHERE:** **PermaCity Solar Showroom**  
5570 West Washington Boulevard, Los Angeles, Calif. ([map and directions](#))

**RSVP:** <http://communitysolar.eventbrite.com>

**FOR MORE INFORMATION** contact James Brennan at [jbrennan@openneighborhoods.net](mailto:jbrennan@openneighborhoods.net) or (310) 259-0646.

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### **About Open Neighborhoods**

Open Neighborhoods is a Certified B Corporation with a mission to connect and inform neighborhood communities with clean energy solutions. Open Neighborhoods Community Solar brings affordable solar power to LA County communities through neighborhood workshops and innovative solar group purchasing, financing and installation programs. More at [www.openneighborhoods.net/gosolar](http://www.openneighborhoods.net/gosolar).

### **About PermaCity**

PermaCity offers specialized end-to-end solutions for commercial, industrial, government and residential solar projects. PermaCity delivers competitive installation pricing, including bulk-rate aggregation pricing from the world's largest and highest quality equipment suppliers. In the new world of solar, a PermaCity project is known for system longevity, architectural aesthetics, and highest performance. More at: [www.permacity.com](http://www.permacity.com).

### **About Clean Power Finance**

[Clean Power Finance](#) is driving the mass-market adoption of residential solar by building an online marketplace to connect the solar industry and the capital markets. The company provides solar professionals, manufacturers and distributors with access to a variety of white label, residential finance products and easy-to-use solar sales quoting and design tools. For investors and lenders, the company makes it easy to invest in residential solar projects that provide reliable rates of return. Founded in 2007, Clean Power Finance is funded by Kleiner Perkins Caulfield & Byers (KPCB), Google Ventures and Claremont Creek Ventures. To learn more about how Clean Power Finance can accelerate the growth of your business, please visit [www.cleanpowerfinance.com](http://www.cleanpowerfinance.com).