



**For Immediate Release**

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## **West Hartford Selected for Unique Solar Program**

### ***Solarize Program Offers Discounts of Up to 20%***

**Rocky Hill, CT** —The town of West Hartford has been selected to participate in a unique solar program offered through the Clean Energy Finance and Investment Authority (CEFIA). The town will join 10 other communities in Phase 3 of Solarize Connecticut, that expects to more than double the amount of solar across the community over the 20-week program. Also participating in the program are a coalition of Ashford, Chaplin, Hampton, and Pomfret, a coalition of Easton, Redding and Trumbull, and the towns of Greenwich, Manchester, and Newtown.

Solarize is a unique program offered by CEFIA in partnership with SmartPower that increases residential solar through a proven formula. It leverages group discounts through a pre-selected installer to reduce the cost of solar; it relies on the community to provide outreach and education to create awareness and build interest, and it promotes a clear end date that motivates residents to act. Over the past several weeks town officials have been interviewing installers and announced recently they have formally selected C-TEC Solar to be part of Solarize West Hartford program and do all of West Hartford's solar installations.

Scott Slifka, Mayor, Town of West Hartford commented, "West Hartford is very pleased to have been selected for Solarize CT. Our town takes pride in supporting initiatives that offer both environmental and economic benefits. Solarize will provide our residents with the opportunity to reduce their energy costs, make West Hartford a cleaner place to live, and support local jobs. Town administration and support staff are committed to working with residents and our selected Solarize contractor to make the program a success."

Catherine Diviney, Energy Specialist, Town of West Hartford: "Since 2008, we have had

54 permitted solar installations in West Hartford. I believe that we can easily double that number. I hope that many residents will take part in this program.”

“CEFIA is extremely proud of what we have been able to achieve through the Solarize program. We continue to see our financing tools and the Solarize model bringing down the cost of solar and making it affordable for more and more homeowners throughout Connecticut”, stated Bryan Garcia, President and CEO of CEFIA. “We expect to achieve similar success as we begin the next phase of this innovative program with the participation of West Hartford town leaders and their dedicated volunteers.”

Solarize West Hartford will official kick off with its first solar workshop on September 30<sup>th</sup> from 7:00 pm to 8:30 pm in the Town Hall Auditorium, 50 South Main Street in West Hartford. Residents who are interested in learning more about SolarizeWestHartford are urged to attend. In order to participate in the discounts offered through SolarizeWestHartford, residents must sign a contract by February 11, 2014.

More information about SolarizeWestHartford can be found by visiting [www.solarizect.com/WestHartford](http://www.solarizect.com/WestHartford) or contact C-TEC Solar directly at 888-52-SOLAR (76527) or [www.ctecsolar.com](http://www.ctecsolar.com).