

## Virtual National Solar Tour Local Press Release:

Contact: [Your Name, Phone, Email]

**For Immediate Release**

### **[Your Org Name] and the American Solar Energy Society Host the National Solar Tour in Support of the World's Largest Grassroots Solar Event.**

Homes, Schools & Businesses Nationwide are Participating in the 27th Annual ASES National Solar Tour in order to Help Residents Across the Country Cut Energy Costs, Enjoy Tax Credits & Assert Their Energy Independence!

[YOUR TOWN, STATE, Date] – [Your organization name here] joins the nonprofit American Solar Energy Society (ASES) and hundreds of solar-savvy installers and grassroots organizations throughout America to showcase thousands of solar-powered homes, schools and businesses — in-person and virtually and across North America -- for the National Solar Tour, the world's largest grassroots solar event.

The event, on October 1-2, will showcase the solar technologies solar enthusiasts are using to 1) drastically reduce monthly energy bills, 2) reduce harmful carbon emissions, and 3) enjoy rich tax credits and cash incentives as they improve their property values.

"The ASES National Solar Tour shows families and businesses real-life examples of how their neighbors and people nationwide are harnessing free energy from the sun to generate electricity, warm and cool their homes, heat water and slash monthly utility bills," [he/she] said.

On October 1-2, [Name of your event/organization] will hold virtual Solar Site Tours of more than [number of participating sites] homes and businesses in the greater [use name of your region here] area on [nationalsolartour.org](http://nationalsolartour.org).

The Virtual National Solar Tours afford participants the perspectives of homeowners and installers about the costs, processes and economic and environmental benefits of going solar. The National Solar Tour also gives a glimpse at how a variety of solar systems look in and around structures with different architectural styles all from the safety of your home.

"The National Solar Tour demonstrates an array of practical and economical solutions available right here, right now. It encourages neighborhood conversations addressing the growing need for clean energy," ASES Executive Director, Carly Rixham, stated.

Learn more about sponsoring, hosting or volunteering for a tour virtually or in your community at: [nationalsolartour.org](http://nationalsolartour.org).

ABOUT [YOUR ORGANIZATION]:

[Add 2-3 sentences describing your organization here.]

ABOUT THE AMERICAN SOLAR ENERGY SOCIETY:

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).