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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

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**Town of Clarkdale Celebrates “Arizona Solar Community” Designation**

January 17, 2013 (*Clarkdale, AZ*) The Clarkdale Town Council and staff joined together with Clarkdale citizens, Solar Ambassadors, and local businesses specializing in solar installation and services to celebrate Clarkdale’s recent designation as an Arizona Solar Community by Arizona SmartPower.

On March 22, 2011, the Clarkdale Town Council accepted the Arizona Solar Challenge, and committed to reach the solar installation goal to have 5% of the owner-occupied homes in the Town of Clarkdale operating with either solar electric or solar hot water by 2015. Word of the program and the benefits of solar began to move through the community. Soon, Clarkdale citizens started signing on as “Solar Ambassadors” and worked to spread the word from neighbor to neighbor. By December, 2011, Clarkdale had met the 5% goal!

During today’s celebration, Clarkdale Town Manager Gayle Mabery announced that as of January 2013, 6% of the owner-occupied homes in Clarkdale currently use solar to provide a portion of their energy needs, including 10 homes with Solar Electric & Solar Hot Water; 59 homes with Solar Electric only; and 8 homes with Solar Hot Water only. According to Mabery, the Town of Clarkdale has set a new goal to reach 10% by 2015. In addition, she noted that one of the goals of the Sustainable Clarkdale Initiative is to ultimately have 100% of the electricity needs of the community generated from renewable sources within the Town boundaries.

AZSmartPower provided the Town of Clarkdale with two signs in recognition of their designation as an Arizona Solar Community. The first sign has been installed on the solar lighted bus stop on Broadway near Bent River Road. The second sign (pictured in the photo with the group at the celebration) will be installed on 89A near the Clarkdale/Jerome boundary. “Chalk up another winner to the Arizona Solar Challenge,” said SmartPower President Brian F. Keane. “Clarkdale’s success in surpassing the 5% residential solar by 2015 goal proves that solar just makes sense for Arizona! We congratulate Clarkdales’ leadership, all the Solar Ambassadors and all the residents that installed solar. We are indeed proud to announce today that Clarkdale is an Arizona Solar Community.”

SmartPower is the nation’s leading non-profit organization dedicated to promoting clean, renewable energy and energy efficiency. SmartPower’s award-winning, research-based campaigns have engaged people across the country, building the clean energy marketplace and helping Americans become smarter about their energy use. SmartPower developed the Arizona Solar Challenge with a goal of having more than 5% of owner occupied home installing solar with the intention of accelerating the adoption of Solar throughout the state. For more information, please visit [www.smartpower.org](http://www.smartpower.org)

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