



CONTACT: Dawn Dankner-Rosen
DDR Public Relations
(914) 747-2500 office
(914) 420-8219 cell

For Immediate Release

Solar Supporters Celebrate as Installations Hit One-Million Mark

*Briarcliff Solar Expert Heralds the Latest Developments
That Will Make Mainstream Solar a Reality*

Briarcliff, N.Y. – Solar energy is going mainstream – fast. In fact, this week the solar industry is celebrating the huge milestone of surpassing one million solar installations in the United States. Douglas Hertz, president of Sunrise Solar Solutions in Briarcliff, is thrilled, but not surprised.

“The widespread adoption of solar energy has become inevitable, and that’s great news for homeowners and for the environment,” says Mr. Hertz. “One million installations is an important symbolic milestone – and it’s only the beginning. As government and industry leaders get serious about taking renewables to the next level, we will begin to see even faster implementation of solar energy as an integral part of our power supply.”

In fact, the Department of Energy (DOE) announced yesterday that it will make \$25 million in funding available for grid modernization as part of a new initiative called Enabling Extreme Real-Time Grid Integration of Solar Energy (ENERGISE) – an effort Mr. Hertz says could bring the nation a big step closer widespread deployment of solar energy.

“As the popularity of solar has continued to grow, one significant stumbling block has been the challenge of integrating distributed energy sources like residential solar systems into the grid, while at the same time keeping costs down and maintaining the reliability of the grid,” explains Mr. Hertz. “The ENERGISE initiative will make it possible for developers to address these issues through advanced technologies and clear another major hurdle for solar.”

And at the state level, six investor-owned New York utilities, including Orange and Rockland, have partnered up with three national solar firms to file a joint proposal with the New York Public Service Commission for the long-term growth of solar and other distributed energy resources.

“These kinds of collaborations show an unprecedented level of commitment to finding ways to integrate distributed energy sources into the grid, for the benefit of ratepayers and the environment,” says Mr. Hertz. “These developments, together with local initiatives and technological advances, are quickly clearing the way for the next million installations – and they will be more efficient and more affordable than ever before.”

Sunrise Solar Solutions, headquartered in Briarcliff Manor, NY, is the largest locally owned and operated solar company in Westchester County. A full service NYSEERDA solar installer and NABCEP certified installer -- Sunrise offers sales, design, and installation of state-of-the-art solar energy systems for both homes and businesses.