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For Immediate Release

With The Future of Local Power Sources in Question, Sunrise Solar Solutions CEO: It's Time to Get Serious About Alternative Energy

Briarcliff, N.Y. – As the source of close to 25 percent of New York City and Westchester's electrical power is called into question, Briarcliff solar energy expert Douglas Hertz is calling for the widespread embrace of alternative energy solutions in the face of uncertainty.

"Educating the public about all the available energy options is a responsibility we take very seriously," says Hertz, president of Sunrise Solar Solutions in Briarcliff. "As our elected officials work diligently to determine the future of the Indian Point Energy Center (IPEC), there is much we can do from a practical standpoint to reduce the risk of power disruptions and rate instability in the event of a temporary or permanent closure of one of New York's important sources of energy," says Hertz.

An energy shortfall of more than 2,000 megawatts could result from a closure of the IPEC – close to one sixth of the area's peak energy needs. Hertz says that implementing alternative energy sources now could significantly mitigate the impact such a closure would have on the region.

"By making the proactive decision to implement solar power, New Yorkers could create the capacity to generate more than [number] megawatts of power," explains Mr. Hertz. "In the short term, these power sources can have immediate positive effects on the environment and the cost of energy, while at the same time, putting the region in a much better position in the event of a disruption from one of New York's current power suppliers."

To do its part, Sunrise Solar Solutions has participated in numerous Solarize campaigns throughout Westchester and Rockland Counties – a program that raises awareness and brings affordable solar solutions to participating communities – and has recently begun a "Solar-ware Party" initiative, offering incentives for homeowners to host social events to spread the word about solar.

Sunrise Solar Solutions, headquartered in Briarcliff Manor, NY, is the largest locally owned and operated solar company in the Hudson Valley. A full service NYSERDA 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. For more information, visit www.sunrisesolarllc.com or call 914-762-7622.