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MEDIA ADVISORY

RELEASE OF COLORADO SOLAR THERMAL ROADMAP

- WHAT:** Solar Thermal Alliance of Colorado launches state roadmap to evaluate the economic and job-creation potential of solar heating technologies in Colorado -- and what it takes to awaken the 'sleeping giant of renewable energy'.
- WHO:** Tony Frank, Executive Director, Colorado Renewable Energy Society
Neal Lurie, Executive Director, COSEIA
Christopher Parr, Director Real Estate, Denver Housing Authority
- In addition, join elected officials, researchers, industry executives, environmental leaders, academics and residents.
- WHY:** Coloradans currently burn more than \$2.3 billion dollars per year in heating fuels and this is likely to increase dramatically in the years ahead. Over-dependence on any one fuel source increases risk to the state's economy.
- Four global trends are accelerating interest in solar thermal technologies with new research suggesting that Colorado is surprisingly well positioned to take advantage of the economic opportunities ahead.
- WHEN:** Tuesday, January 24, 2012
11:30 a.m. – 12:30 p.m.
- WHERE:** DHA's Mulroy Opportunity Center
3550 West 13th Avenue

PHOTO OPPORTUNITIES:

Following program remarks, community leaders will conduct signing ceremony to highlight their commitment to Colorado becoming a global leader in solar thermal technologies. The ceremony will be followed by a tour of DHA's solar installations.

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