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FOR IMMEDIATE RELEASE



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FOR INFORMATION CALL

July 27, 2011

Ald. Tony Zielinski  
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## **Milwaukee Shines Solar Financing Program Helps Homes Add Solar**

*Alderman Zielinski to help kick-off loan program on Thursday.*

Milwaukee residents will soon have a new option for financing a solar installation on their homes with Milwaukee Shines Solar Financing. The Milwaukee Shines Solar Financing program launches this **Thursday, July 28** in the **South Shore Park Pavilion** with a special community kick-off event beginning at **4 p.m.**

The City of Milwaukee's solar program, Milwaukee Shines, has partnered with Summit Credit Union to offer low-interest solar loans for city homeowners, with a \$1,000 incentive for the first twenty participants in the loan program. "This is an exciting project that provides necessary financing solutions for city residents who want to add solar to their homes," said Amy Heart, City of Milwaukee's Solar Program Manager. Summit Credit Union will leverage donated funds to make a total of \$2 million in solar loans available to Milwaukee residents.

A survey of solar installers found that one barrier to residential solar installations was finding viable financing options. "We have seen the number of solar installations increase over the past two years since our solar program began, but financing the installation can still be a challenge for home owners," said Heart.

"It is important to promote solar projects whenever we can to help our environment and reduce our reliance on fossil and foreign fuels," said Alderman Tony Zielinski, sponsor of the Milwaukee Shines Solar Financing resolution, which passed Common Council earlier this month.

Alderman Zielinski will host the Milwaukee Shines Solar Financing Community Kick-Off event begins at 4 p.m. with Mayor Tom Barrett and Senator Spencer Coggs and includes a solar networking event until 6 p.m. The Community Kick-Off event is an opportunity for the community to learn about this new financing program, connect with local solar professionals and get information on the city's energy efficiency program.

**-More-**

## Solar Financing/ADD ONE

The Milwaukee Shines Solar Financing program was developed with the paired goals of increasing solar work on Milwaukee homes, but also demonstrating that solar energy is a stable and viable investment for private financial institutions. “It is our hope that this unique program not only provides immediate financial support to residents, but helps to spur a long-term change in how our local lenders view investments in renewable energy development in southeast Wisconsin,” said Heart.

The city’s solar program, Milwaukee Shines, is a project of the City of Milwaukee’s Office of Environmental Sustainability and is funded through a U.S. Department of Energy grant and donations. The City of Milwaukee was named a Solar America City in 2008 by the U.S. Department of Energy. This grant award helps to increase solar investment through installations, education, outreach and solar supply chain initiatives.

Go to [www.MilwaukeeShines.com](http://www.MilwaukeeShines.com) to find more details on the Milwaukee Shines Solar Financing program.

### Milwaukee Shines Solar Financing At-A-Glance

#### MILWAUKEE SHINES SOLAR LOAN

- Eligible Participants: City of Milwaukee owner-occupied residential homes (one-three units)
- Loan Size: Up to \$20,000
- Interest Rate: Prime plus 2.25% (currently 5.5%)
- Term: Up to 20 years
- No Fees
- Eligible Installs: Solar electric (up to 6kW) and solar hot water (one-eight panels) installations

#### MILWAUKEE SHINES SOLAR INCENTIVE

- First 20 participants in the solar loan program could earn a solar cash-back reward
- Amount: \$1,000 per approved solar installation

Details: [www.MilwaukeeShines.com](http://www.MilwaukeeShines.com)