

MEDIA ADVISORY
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Solar4All campaign leads by example with solar panel installations at Greenpeace campaigner's home

July 13, 2016 (Edmonton, Alberta) — A new campaign is demonstrating how solar power owned by individuals and communities can lead Alberta's energy transition with a solar installation on the roof of Greenpeace Climate and Energy Campaigner Mike Hudema's home. Hudema will be participating directly in the installation.

The Solar4All campaign is encouraging the Alberta government to change not only the way energy is produced but how it is owned, controlled and distributed in its transition to renewables. The new installation is one of several that will demonstrate the potential of solar installations owned by individuals, communities, farmer associations, municipalities, and First Nations and/or Metis settlements in shifting the province from an energy system that benefits a few to one that benefits all.

"The aim is to engage Albertans in pushing the government to put individuals, communities, First Nations and Metis settlements first as it moves towards renewables," said Hudema. "We're demonstrating that small scale rooftop solar and large scale solar installations owned by communities can and should lead Alberta's energy transition because they ensure that the financial benefits are shared with everyone."

The Solar4All demonstration projects are part of a summer campaign to encourage the government to enact policies and legislation that prioritize and incentivize individual and community-owned solar installations. Other summer activities include tabling for petition signatures in key constituencies, an online petition, a business pledge and a social media campaign.

WHAT: Installation of solar panels on the roof of Mike Hudema's house in Edmonton as part of the Solar4All campaign.

WHEN: July 14th beginning at 10:00 am

WHERE: 11049-125 street, Edmonton, Alberta, T5M 0M2

VISUALS: Opportunities for photo/video of solar installation process. A harness will be available for journalists to access the roof.



WHO: Installation will be done by Gridworks Energy Group and Mike Hudema, who successfully completed an installation course with the company. [Solar4All](#) is a project of Greenpeace Canada, the Calgary Climate Action Network, the Alberta Green Economy Network and Keepers of Athabasca.

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For more information:

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