



# Media Advisory

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## **Skyline Innovations to Unveil Largest Solar Thermal Array in District of Columbia**

**WHAT:** Skyline Innovations, a renewable energy project developer, will unveil the largest solar thermal array in the District of Columbia at a 45-unit apartment building at 3501 13th St. NW. The solar thermal system consists of 32 solar panels and will offset approximately 70% of the building's water heating load. Crosstown Properties LLC contracted with Skyline Innovations to purchase the energy generated from its roof – at a guaranteed discount from its existing utility rate – providing the company with substantial energy savings while decreasing the building's carbon footprint. Skyline Innovations owns and maintains the system, eliminating any upfront cost to the customer.

**WHEN:** July 21, 2010, 4 p.m.

**WHERE:** 3501 13<sup>th</sup> St. NW, Washington, D.C.

**WHO:** Speakers to include:

- Zach Axelrod, Chief Executive Officer, Skyline Innovations
- Scott Friedman, Consultant, Greenavise Consulting
- Jim Graham, City Councilmember, Ward 1
- Mary Cheh, City Councilmember, Ward 3 (Invited)

Additionally, the solar array will be accessible for tours during the event.

**WHY:** “With this project, we have demonstrated the success of the Skyline Innovations business model and the results it can deliver for small businesses like Crosstown Properties. Not only is this the largest solar thermal array in the District, but also a significant step forward in our goal to bring affordable renewable energy to our nation's capital,” said Zach Axelrod, Chief Executive Officer, Skyline Innovations.



Skyline Innovations, which will celebrate its one-year anniversary this month, was founded with the goal of bringing affordable renewable energy to small to mid-sized businesses – a group generally overlooked by the renewable energy industry. Skyline Innovations eliminates the cost and risk that has typically been a barrier for small businesses interested in implementing renewable energy. Skyline Innovations purchases and installs the system and then, much like a utility, sells that energy to the business owner at a discount from the existing utility rates. For more information on Skyline Innovations, visit:

[www.skylineinnovations.com](http://www.skylineinnovations.com).