

**Press Conference Announcement:**

**Weds April 27, 2011, 8:20am** (Crown Plaza Hotel, Denver 1450 Glenarm Place Denver, CO 80202)

## **“National Clean Energy Month – May 2011”**

### **Celebration of Renewable Energy encourages America to Invest, Drive and Produce Clean Energy**

Denver, CO - Recognizing one of the country's fastest growing business sectors, “National Clean Energy Month” celebrates America's renewable energy sector, fast electric cars and investment in a bright future. National Clean Energy Month is backed by a wide range of private sector energy, engineering and finance companies.

A teaser of the new **“Energy is Hot”** video by the producers of the You Tube sensation “Colorado Girls” is available at [www.CleanEnergyMonth.org](http://www.CleanEnergyMonth.org)

#### **Invest**

Companies across America will be encouraged to add a clean energy 401(k) choice in order to swiftly increase wind, solar and geothermal production. This has the potential to generate \$350 billion in new renewable energy investment- up from just \$19 billion per year today. Clean energy mutual funds exist that can be easily added to 401(k) plans.

#### **Drive**

Clean Energy Month also encourages American business fleets and families to buy emission free electric or plug-in hybrid vehicles. Powered by renewably generated electricity, vehicles like the Chevy Volt and Nissan Leaf operate at \$1 per gallon equivalent as compared with \$4 or more per gallon for gasoline. Homeowners with solar can drive for free.

#### **Produce**

“Many solar lease arrangements are free of charge to the building owner and immediately lower a building owner's utility bill,” explains Ken Beitel of TREI. Buying renewable energy from the local utility company and adding solar panels to homes, businesses, schools and churches are also effective ways to increase clean energy production.

- New concentrated solar plants in Colorado can produce as much power as traditional power plants and use on-site energy storage to produce power to midnight
- Five large wind farms can now power a million homes- that's all the houses in the Denver metro

Press Conference Speakers include:

- Ken Beitel, Advisory Board Chair, The Renewable Energy Initiative (TREI)
- Rick LeBlank, CEO, SkyFuel
- Sylvia Francis, President, Colorado Human Resources Association
- Denise Kay, Legislative Director, Colorado Society for Human Resources

As part of the National Clean Energy Month, the **“Renewable Energy Gala”** will be held May 10 at the Denver Museum of Nature and Science. Sponsored by ING, the gala includes a live jazz band, reception and awards show for the best new Renewable Energy TV Commercial and the Clean Energy Fund awards. Gala details available at [www.CleanEnergyMonth.org](http://www.CleanEnergyMonth.org)

**Contact: Ken Beitel, Advisory Board Chair**  
**The Renewable Energy Initiative (TREI)**  
**Ph: 720 436 2465 email: [info@TREI.us](mailto:info@TREI.us)**

Press conference April 27, 2011 at the Colorado Human Resources Association (CHRA) Legislative and Benefits Update in Denver, CO.

