



MEDIA KIT

Thank you for helping promote the Grow Solar Highland Park-Detroit Group Buy! Please help get the word out via social media, e-newsletters, and your other networks to help drive attendance for the program's upcoming educational Power Hour webinars.

Deadline to participate: January 31st

Please note there are some cases where deadlines may get extended, please check our website for the most current information.

Zoom Event Links

[10/28/21 Thursday 3:00-4:00PM Solar Power Hour on Zoom \(click to register\)](#)

[11/03/21 Wednesday 2:00-3:00PM Solar Power Hour on Zoom \(click to register\)](#)

[11/11/21 Thursday 8:00-9:00PM Solar Power Hour on Zoom \(click to register\)](#)

[11/19/21 Friday 12:00-1:00PM Solar Power Hour on Zoom \(click to register\)](#)

[11/23/21 Tuesday 12:00-1:00PM Solar Power Hour on Zoom \(click to register\)](#)

[12/02/21 Thursday 7:00-8:00PM Solar Power Hour on Zoom \(click to register\)](#)

[12/08/21 Wednesday 5:00-6:00PM Solar Power Hour on Zoom \(click to register\)](#)

[01/12/22 Wednesday 6:30-7:30PM Solar Power Hour on Zoom \(click to register\)](#)

For the most up-to-date schedule and other Grow Solar Highland Park-Detroit events, please visit:
www.HighlandPark.GrowSolar.org

Example Facebook Posts

- The **@theMREA** along with partners, **@Soulardarity**, **@Polar.Bear.Sustainable.Energy**, **@ParkerVillageHP**, **@DetroitGreenTaskForce**, **@1MeanGreen**, **Highland Park**, **Highland Park Community Crisis Coalition**, and **HOPE Village** are proud to offer **@GrowSolarHighlandPark**, a public education and group purchasing program geared towards property owners in Highland Park and Detroit, but eligibility extends to property owners throughout Southeastern Michigan. Register for a free webinar and learn more at www.HighlandPark.GrowSolar.org
- Thinking about going solar? Attend a Power Hour webinar on Zoom to learn more about the **@GrowSolarHighlandPark** program, a new initiative that makes going solar more accessible and affordable in our community. Come learn about the basics of solar, its financial benefits, and how the solar group buy program works. After the session, you can schedule a free, no-obligation site assessment/cost estimate! www.HighlandPark.GrowSolar.org
- Solar is a great way to reduce your energy bills, support the local economy, and help create a healthier environment! Attend an upcoming Power Hour presentation to learn more about solar and take advantage of the **@GrowSolarHighlandPark** group-purchasing program! www.HighlandPark.GrowSolar.org



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Example Facebook Posts Continued

- **@GrowSolarHighlandPark** makes going solar more affordable by bringing the community together to secure bulk purchasing discounts. Learn if solar is right for you and start the journey to lowering your energy bills! www.HighlandPark.GrowSolar.org

Like our [Facebook](#) page!

Want to use a graphic with your post? Find options here: [Grow Solar Highland-Detroit Media](#)

Example Twitter Posts

- Solar doesn't have to be expensive! Join an upcoming Power Hour to find out how and if solar is right for you. www.HighlandPark.GrowSolar.org
- Join a Power Hour, sign up for a free, no obligation site assessment from our competitively selected solar installer. Check our website to learn more and sign up: www.HighlandPark.GrowSolar.org
- With solar you can save money and the Earth at the same time. Join an upcoming Power Hour to start your solar journey today. It's a win-win. www.HighlandPark.GrowSolar.org
- Red, blue, or whatever opinion you have, we can all believe in saving money. Save your green by going green with solar. Learn more at: www.HighlandPark.GrowSolar.org

Our favorite hashtags: #solarenergy #savemoneylivebetter #growsolar

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Newsletter Sample

Thinking about going solar? Grow Solar Highland Park-Detroit is a great way to reduce your energy bills, support the local economy, and help create a healthier environment!

The program is specifically geared toward property owners in Highland Park and Detroit, but eligibility extends to property owners throughout Southeastern Michigan. If you are a property owner, attend a free, virtual Power Hour webinar on Zoom to learn more about the Grow Solar Highland Park-Detroit, a program that makes solar more accessible and affordable in our community. Come learn about the basics of solar, its financial benefits, and how the solar -group-buy program works. After the session, you can schedule a free, no-obligation site assessment/cost estimate. www.HighlandPark.GrowSolar.org

Come join us and see if solar is right for you!

Contact Peter Murphy, Solar Program Director at MREA with any questions – PeterM@midwestrenew.org

Time is running out to join Grow Solar Highland Park-Detroit. Attend one of our FREE virtual Solar Power Hours to learn how you can ditch that monthly utility bill and gain energy independence, all while making the world a better place. Follow up this informational session with a FREE site assessment from our partners, solar installer experts, SEEL LLC and Distributed Power. Learn more at: www.HighlandPark.GrowSolar.org

Want to use a graphic with your newsletter? Find options here: [Grow Solar Highland-Detroit Media](#)

Logos, Images, & more

- [Grow Solar Highland-Detroit Media](#)