

For Immediate Release

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Free Eco Fest to Feature Roof-Top Solar Tours, Seminars, Green Family Fun

Make it a “Consumption-Lite” Season With Renewable LA: The First Annual Solar Open House & Green Holiday Gift Fest

VAN NUYS—Roof-top tours of one of the San Fernando Valley’s largest solar installations—100 kilowatts of clean energy—will highlight a free eco fest to be held on Sat., Dec. 8 at American Hi Definition, 7635 Airport Business Park Way, Van Nuys. “Renewable LA: The First Annual Solar Open House & Green Holiday Gift Fest” will also feature seminars, clean-car test rides, a film screening, family fun and “consumption-lite” holiday shopping.

“The holidays tend to focus on overconsumption, so we decided to start a new tradition and celebrate all things renewable this season,” said eco fest organizer Ady Gil. “Our goal is to further educate the public about simple, effective actions each of us can take to keep climate change at bay and to keep our air and water clean. We want to make it a lot of fun, too.”

Gil is co-owner of American Hi Definition and Sweetwater Digital, digital video equipment companies housed in the facility on which the 100kW-solar array will sit. “Renewable L.A.” will take place in the 28,000-square-foot facility’s large parking lot from 10 a.m. to 5 p.m.

In addition to solar tours, the event will offer expert seminars such as “The Basics, a.k.a. Environmentalism for Dummies,” “Composting and Recycling,” “Solar Home Financing,” “Biodiesel: Out of the FOG (Fats, Oils & Greases),” “How to Build Green,” “The Present and Future of Clean Car Technology,” and “Why Population is an Environmental Matter.”

Chris Paine, director of “Who Killed the Electric Car?” will speak about the award-winning documentary, to be shown continuously in American Hi Definition and Sweetwater Digital’s special screening room. (Seating is limited to 45 people per screening.)

To make it a “consumption-lite” holiday, attendees will be invited to donate to an environmental or animal protection group in their loved ones’ names. Among the nonprofits participating: TreePeople, Global Green, American Lung Association, Rainforest Action Network, Sierra Club, Sea Shepherd Conservation Society, California League of Conservation Voters, Plug In America, Green Depot and Much Love Animal Rescue.

“We’ll give each donor a special certificate to show that he or she has made a contribution on behalf of a family member or other loved one,” said Sarah Connolly of Rainforest Action Network. “This kind of a gift can be uniquely meaningful and it’s a great way to use your money to effect change.”

Among the clean vehicles available for test rides at “Renewable L.A.” will be a ZENN neighborhood electric vehicle, a Vectrix Maxi-Scooter, a plug-in hybrid by Plug-In Hybrid Conversions, an eBox by AC Propulsion, a Toyota RAV4 EV and a Volkswagen Jetta Wagon running on 100-percent biodiesel.

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(Eco Fest, p.2)

“Some of the electric cars at this event are charged with electricity generated with solar power, so people will get the chance to drive on one-hundred percent clean energy,” said Paine of “Who Killed the Electric Car?” “What’s really promising is that people are demanding these kinds of cars and now no fewer than ten auto companies, including GM, Ford, Toyota and Volvo, have announced plans to develop fully electric or plug-in hybrid cars.”

Family activities at the eco fest will include solar print-making using the sun with Pasadena’s Armory Center for the Arts and toy- and gadget-making from recyclables with Cy Tymony, author of “Sneaky Uses for Everyday Things.”

For those who prefer to deliver holiday cheer in a pretty package, gift boutiques such as Green With Envy and Handmade Galleries of Sherman Oaks will sell such earth-friendly items as jewelry made with recycled Scrabble pieces, organic-cotton toddler toys and bamboo tableware.

The event will also include food and live music.

American Hi Definition and Sweetwater Digital are hosting “Renewable L.A.” with Energy Efficiency Solar of Pomona, installer of the 100kW solar array. All three businesses are committed to environmental stewardship. Each has a fleet that includes clean cars powered by electricity or biodiesel and each utilizes other sustainable operational technologies.

The solar array will meet all the electricity needs of the event’s host facility, thereby displacing dirtier electricity that would otherwise be provided by the grid. This will reduce by 180,000 pounds the amount of carbon dioxide—the chief global warming gas—emitted into the air each year.

The array, comprising 600 190-watt individual panels, will supply free electricity to the site for decades. Its panels are guaranteed for 25 years and expected to last up to 50. The upfront cost of the system will be earned back within about 10 years (at present electricity rates).

All “Renewable L.A.” activities are free to the public. For a list of participating organizations and more information, visit www.renewablela.org or email info@renewablela.org.

American Hi Definition, Inc. is one of Hollywood’s leading providers of large-screen video projection technology. For more information, visit www.hi-def.com.

Sweetwater Digital Productions is a leading equipment rental company providing video production trucks, custom control rooms, display technology, camera systems and flypacks to entertainment and corporate clients. For more information, visit www.svptv.com.

Energy Efficiency Solar has been installing solar power systems as large as 246 kilowatts for homes and businesses for more than a decade. For more information, visit www.eesolar.com

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