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Contact: Karina Centeno, Solar Holler
karina@solarholler.com
(681) 207-8475

West Virginia Based Solar Innovator, Solar Holler, Cuts the Ribbon on First Virginia Projects

Local Christiansburg Family Takes Control of their Power with an Estimated Utility Savings of Nearly \$60,000

Christiansburg, VA -Solar Holler, one of the region's most prominent and innovative solar energy providers, today proudly announced its expansion into Virginia with the successful completion of multiple projects in the Christiansburg area. To commemorate this significant milestone, the West Virginia based company held a vibrant ribbon cutting ceremony at the home of one its first Virginia customers, George Demestro. The event symbolizes Solar Holler's commitment to empowering communities and advancing clean, affordable energy across Appalachia.

"Solar Holler is unapologetically West Virginian," said Founder and CEO Dan Conant, "but we very much consider ourselves an Appalachian company. The culture created by our mountains and rivers transcends the arbitrary borders of our state. When we set out to save folks money on their electric bills and transition the region to clean energy sources, we knew we wanted to share that with our neighbors in Virginia. It's taken a few years, but we're so excited to finally be building solar this side of the Blue Ridge."

Solar Holler is a fully licensed electrical contracting firm with policy and financing expertise, the best design and modeling team in the business, a finger on the pulse of cutting edge technology, talented fully-unionized installation crews, and an absolute commitment to bringing affordable solar energy within reach of everyone in Appalachia. Since its founding more than a decade ago, Solar Holler has installed 30,000 panels empowering nearly 1,400 families, business owners, churches, and nonprofits across West Virginia, southern Ohio, and eastern Kentucky to take control of their energy bills by producing their own clean energy.

The expansion into Virginia is focused on the Southwestern region of the state where Solar Holler's crews can easily make the drive from West Virginia. In total, the company is focusing on 26 Virginia counties including the entirety of Buchanan, Smyth, Grayson, Wythe, Bland, Carroll, Patrick, Floyd, Giles, and Franklin, as well as parts of Dickenson, Wise, Russell, Scott,



Washington, Tazewell, Pulaski, Montgomery, Roanoke, Henry, Craig, Botetourt, Bedford, Campbell, Amherst, and Nelson. Both residential and commercial installations will be offered.

Solar Holler hopes to bring relief to customers in the Virginia AEP region where rising utility rates have imposed a heavy burden on families and homeowners. Recently, state regulators approved an average monthly residential bill increase of \$20.17 which is about an 18.5% increase for Appalachian Power customers at a time when folks are already feeling the effects of inflation.

Of course some customers are motivated as much by the environmental impact as the financial benefits. George Demestro expressed his enthusiasm saying, "As one of Solar Holler's first customers in the state, we are thrilled to be a part of this clean energy revolution. Our decision to go solar was driven by a deep commitment to environmental consciousness. By harnessing the power of the sun, we can significantly reduce our carbon footprint and contribute to a healthier planet for future generations."

With a total of 14,334 kW installed, Solar Holler's work equates to taking approximately 4,500 cars off the road or planting 345,027 trees. That's in addition to the 22,874,751 pounds of coal that would have been burned without Solar Holler projects.

The Demestro home installation adds 10.59 kW to Solar Holler's portfolio with an impressive annual production of 11,284 kWh. The family is projected to offset their energy usage by a remarkable 101.8%. Over the next 25 years, their estimated net savings is expected to reach nearly \$60,000.

Residents in the area interested in learning more about solar or requesting a free solar analysis are encouraged to visit www.solarholler.com.

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Solar Holler is bringing the next generation of energy production to our ancient mountains, and strengthening our communities with union employment. Solar Holler relentlessly pursues innovative approaches that bring solar within reach of all Appalachians, starting with low-interest financing options with no upfront cost. Solar Holler has helped thousands of businesses, nonprofits, and churches, and hundreds of homes go solar across West Virginia, southern Ohio, eastern Kentucky, and Virginia.