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Contact: Dina Hornbaker

Dina@Solarholler.com

304-306-7964

Solar Holler and REVERB have partnered to bring solar energy to the Huntington Children's Museum

My Morning Jacket donates \$12,000 for solar array

Huntington, WV – Thanks to a powerful partnership between Solar Holler, a nonprofit organization REVERB, and Grammy-nominated band My Morning Jacket, the Huntington Children's Museum is going solar.

The project was made possible by a donation from My Morning Jacket through REVERB, supporting the installation of a solar system that will power the museum for decades to come. Over the next 25 years, the system is expected to save the museum more than \$100,000 in electricity costs – freeing up resources for educational programming, interactive exhibits, and community engagement.

"Huntington Children's Museum extends its heartfelt gratitude to My Morning Jacket for their generous support of our solar installation project. We also thank Solar Holler for facilitating this important connection," said Tosha Pelfrey, Board President of the Huntington Children's Museum. "With this initiative, we are not only illuminating our future but also paving a sustainable path for the museum."

In addition to reducing energy costs, the solar installation will become a visible symbol of the museum's commitment to sustainability, reinforcing its mission to inspire curiosity and discovery.

"My Morning Jacket and REVERB are proud to support Solar Holler's clean energy project at Huntington Children's Museum," said Brian Farrall, REVERB's Project Manager. "We're especially proud of projects that provide clean energy and save money in the long term so that places like the Huntington Children's Museum can have more money to spend on programming."

Solar Holler, a West Virginia-based solar company dedicated to bringing clean energy to Appalachian communities, has designed and will install the system while connecting the museum with REVERB and My Morning Jacket.



“This project captures everything we love about solar – lower bills, stronger communities, and inspiration for the next generation through the arts and music,” said Dan Conant, Founder and CEO of Solar Holler. “Partnering with REVERB and My Morning Jacket allowed us to turn clean energy into something kids can see, learn from, and feel proud of. That’s a win for the museum, for families, and for our future”.

The solar installation reflects a shared commitment to sustainability, education, and creative collaboration—proving that when music, mission, and community come together, the impact can last for generations.

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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 dozens of businesses, nonprofits, and churches, and hundreds of homes go solar across West Virginia, southern Ohio, and eastern Kentucky. Visit www.solarholler.com for more information.

REVERB is the music industry’s leading sustainability partner. For more than 20 years, the nonprofit has harnessed the cultural power of music to drive real-world change. Founded in 2004 by environmentalist Lauren Sullivan and Guster frontman Adam Gardner, REVERB has partnered with festivals, venues, industry leaders and hundreds of artists across all genres, including Billie Eilish, Dave Matthews Band, Lorde, Dead & Company, Tyler Childers, Tame Impala, Jack Johnson, and many more. Together with REVERB, they’ve greened thousands of concerts, eliminated millions of single-use plastic bottles, brought large-scale clean energy solutions to live music, and raised \$21 million for environmental and social causes. With its 360-degree model — from backstage operations and touring logistics to fan engagement and stewarding funds on behalf of partners — REVERB makes it easy for artists and the music industry to reduce their footprint, while amplifying their collective voice for a healthier planet. <http://reverb.org>