



## **MEDIA ADVISORY**

**For Immediate Release**  
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### **WORCESTER LEADS THE WAY TO A CLEAN ENERGY FUTURE**

#### **Kicks off Earth Day “Clean Energy Challenge”**

The City of Worcester and local advocates will announce this year’s Earth Day theme to be clean energy and will challenge Worcester residents to purchase clean, renewable energy during the month of April. City and state officials, environmental and religious leaders will show their support by signing up their own homes for clean electricity at the event, which will kick off the Earth Day “Clean Energy Challenge”. Advocates are calling on local residents to show their commitment to clean air and healthy communities by purchasing clean, renewable energy by April 22<sup>nd</sup>, officially recognized as Earth Day.

By supporting clean, renewable sources of electricity – such as wind, solar, and water-power – they will be reducing the amount of pollution in our communities, as well as reducing global warming pollution and helping to develop a viable source of electricity that will never run out and is not reliant on foreign sources.

If 3% of Worcester’s households (~2,000) purchase clean electricity by the end of June, the city will receive a bonus grant from the Massachusetts Technology Collaborative, which manages the state’s Renewable Energy Trust Fund. The total grant would equal \$50 per household, or at least \$100,000. This money would be invested in local clean energy projects in the city, such as clean electricity purchases, energy education, or solar panel installation.

**WHEN:** Thursday, March 31 at 10:00 a.m.

**WHERE:** Office of Mayor Murray, Worcester City Hall

**WHO:** Worcester officials and advocates including Mayor Timothy Murray, Senator Edward Augustus, Representative Vincent Pedone, Rev. Dr. Terry Fitzgerald; Martha Broad, MTC Renewable Energy Trust; and Clean Water Action/Regional Environmental Council Project Coordinator Carissa Williams

**\*\*\*\* GOOD VISUALS:** An enlarged clean energy pledge form that will be signed by participating officials, photovoltaic solar panels, and clean energy banners \*\*\*\*\*

**EVENT WILL BE POWERED BY MASSACHUSETTS WIND POWER  
donated from Mass Energy**