



Esmeralda★Soria

Fresno City Councilmember District 1

MEDIA ADVISORY

Councilmember Soria to gather with Tower District Business Owners to discuss “Power the Tower” Clean Energy Pilot Program

FOR IMMEDIATE RELEASE

March 29, 2016

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Fresno – “Power the Tower” is a partnership between Fresno City Councilmember Esmeralda Soria, California State University Fresno, and the Environmental Defense Fund (EDF). The project will explore strategies to help local business owners explore clean, renewable, and affordable energy technology through analysis of energy-use data.

“Power the Tower” will reward both utilities and customers for incorporating clean energy solutions into the electric grid, and serve as a model for accelerating clean energy throughout Fresno and California while growing the local economy.

Businesses will gather on **Tuesday, March 29th at 3 PM** to learn more about the partnership and how they can benefit. Pacific Gas & Electric (PG&E) and Wells Fargo Bank will be in attendance to discuss ways they can support the “Power the Tower” pilot program.

WHAT: “Power the Tower” Business Mixer

WHERE: Sequoia Brewing Company
777 E. Olive Ave., Fresno, CA 93728

WHEN: March 29, 2016 from 3:00 – 5:00 PM

Projects like “Power the Tower” help pave the way to a clean energy future, one that will better utilize renewable sources of energy, give customers more choice and control, and keep the state on course to cut pollution. We hope you will join us to get the first look into this exciting opportunity for Fresno’s Tower District.

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