

Media Pitch Sample



Subject: Solar Project Empowers Job Training and Community Health

Dear John,

On August 8, City of San Fernando Mayor Celeste Rodriguez will join local leaders and community partners to inaugurate San Fernando Community Health Center's new solar installation, which sets an innovative funding and workforce training model for others to follow. I would be pleased to arrange advance interviews or answer any questions. We hope you can share this story with our community!

Thanks for your interest,

Stacy Geere, 661.253.1059 or stacy@thegeeregroup.com

What makes this solar project unique?

- **Cost-Efficiency:** Sets a less expensive, more efficient model for community health centers to build clean energy projects.
- **Innovative Financing:** Utilizes innovative financing with no upfront costs to the clinic, and tax credits covering 50% of the project.
- **Job Creation:** Creates a pathway out of poverty by training community members for well-paying, inclusive jobs in the new green economy.
- **Replicable Model:** Models how nonprofits can adopt solar energy without owning the buildings they occupy.
- **Local First:** Serves as the first solar installation in a City of San Fernando-owned building.