

CITY OF PALMDALE

MEDIA ALERT

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DATE: April 12, 2016

PHOTO/INTERVIEW OPPORTUNITY

WHAT: Press conference to announce results of first HERO water conservation program

WHEN: **TODAY, Tuesday, April 12, 1:30 pm**

WHERE: 7128 Gila Court, Palmdale.

WHO: Palmdale Mayor Jim Ledford; Palmdale City Councilmembers; representatives from Designer's Touch Landscape, Palmdale Water District and Renovate America / HERO Program; and homeowners Shane and Karie Purcell.

WHY: California just passed the one-year mark of Governor Brown calling for a 25% overall reduction in water use by cities. The City of Palmdale has answered that call, with residents saving nearly 50 million gallons of water by making use of the HERO PACE Program. Since becoming available in May of 2014, over 300 Palmdale homeowners have used the HERO PACE Program to take action in their own homes by installing energy-efficient, renewable energy, and water-saving products to reduce the region's consumption of natural resources, while also stimulating the economy and creating new, local jobs.

BACKGROUND: HERO is the #1 energy-efficiency financing program in the United States. HERO is a private program that partners with local governments to make energy efficient, water efficient, and renewable energy products more affordable for homeowners. The partnership enables any city or county to offer Property Assessed Clean Energy (PACE) financing to property owners within their community. HERO is privately funded and requires no cost outlays by participating communities. To learn more about HERO, visit www.heroprogram.com.

INFO: For more information, please call 661/267-5115.