**SAMPLE LETTER TO THE EDITOR**

[DATE],

Dear [Editor’s Name],

I’m doing my part to increase energy awareness by participating in the Wisconsin Solar Tour On Saturday, October 7, from 10:00 a.m. to 4:00 p.m. I am opening my home/business to showcase my renewable energy systems and/or energy efficient aspects of my home/business. The solar industry continues to boom and I encourage you to visit mine, or any of the other sites on the tour to learn about reducing your dependence on fossil fuels, lower your energy usage, lessen your energy bill, and view some truly unique sites.

Last year 250 people visited one of 66 host sites across the State of Wisconsin. It’s a great opportunity for the public to learn first hand from site owners about their renewable energy systems, and green building techniques. To see tours across the state visit: [midwestrenew.org/solartour](https://www.midwestrenew.org/solartour).

On my home, I [insert renewable energy systems or energy efficiency practices] because [reason for investing in renewables]. I am excited to share my experience as a home/business owner with renewable energy systems and/or energy efficiency retrofits.

The Wisconsin Solar Tour is hosted by the Midwest Renewable Energy Association (MREA) and is part of the American Solar Energy Society (ASES) National Solar Tour, the largest grassroots solar event in the nation, involving about 150,000 participants and 5,000 solar-energy sites nationwide during the month of October.

If you are busy on Saturday October 1, there are some great resources you can check out to start saving energy. For example, the United States Department of Energy offers [an energy saving checklist](http://energy.gov/eere/femp/home-energy-checklist) on their website so you can start reducing energy consumption through simple things like unplugging equipment that drain energy when not in use (cell phone chargers, coffeemakers, printers, etc.)

The MREA has developed a new easy-to-use [Solar Finance Tool](http://www.solarprojectbuilder.org/) designed to help universities, hospitals, municipalities, and businesses define and compare solar investment strategies. The MREA encourages folks to explore this tool and other [MREA resources](http://www.growsolar.org/) when thinking about going solar.

Founded in 1990, The Midwest Renewable Energy Association (MREA) is a non-profit 501(c)(3) educational organization. MREA works promotes renewable energy, energy efficiency, and sustainable living through education and demonstration. To learn more, call 715-592-6595 or visit [www.midwestrenew.org](http://www.midwestrenew.org).

###

Sincerely,

YOUR NAME

Contact Information

Address