

MEDIA RELEASE

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Residents come together in support of Perth Solar City

Perth Solar City and Perth's Eastern Region were on show earlier this week in a photo shoot for the Perth Solar City program. Photographers captured local streets and the community in action, with residents, local Mayors and Councillors, and local business owners such as butchers and florists taking part.

Perth's Eastern region is participating in the innovative Perth Solar City program – part of the Australian Government's \$94 million Solar Cities program.

Everyone who lives or owns property within Perth's Eastern region has the opportunity to join the Perth Solar City program, which is designed to help households better manage their energy use, make cleaner, greener choices and save money.

Households within the Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and City of Swan are eligible to participate.

Perth Solar City Implementation Manager, Mr Andrew Blaver said the program is now entering a vital phase, with the launch of an extensive marketing campaign across the region.

"Called '*Collective Impact*', the campaign will encourage residents of Perth's Eastern region to come together, join Perth Solar City and take action to be more energy efficient."

"As community engagement and participation is fundamental to the success of this program, we are delighted at how the community is demonstrating its support for Perth Solar City", Andrew said.

Residents are encouraged to visit the website perthsolarcity.com.au where they can find more information, energy saving tips and valuable discounts on energy saving products.

This widespread campaign will start in late February and include ads in local papers, posters on bus shelters and a cinema ad – featuring the voice of Perth's very own Melissa George!

Perth Solar City will soon launch another initiative, *Sustainable Communities* where residents can learn more about energy efficiency and show off their 'collective impact' towards sustainable living.

Western Power is the lead proponent of the Perth Solar City. Western Power is supported by a Consortium of industry leaders including Botanic Gardens and Parks Authority, the Eastern Metropolitan Regional Council (EMRC), Mojarra, Prospero Productions, Solahart, Sunpower and Synergy.

For more information about Perth Solar City, call 1300 993 268 or visit perthsolarcity.com.au.

(ENDS) Media contact – media@westernpower.com.au