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SELF Expanding Into The City of Orlando

St. Lucie County, FL, September 25, 2014 –

The Orlando City Commission unanimously approved a new partnership with the non-profit Solar and Energy Loan Fund (SELF) which will be expand the award-winning home energy retrofit program into Orlando beginning this fall. Orlando Mayor Buddy Dyer has set-forth ambitious plans to make the City “the most sustainable community in the southeastern United States”, and SELF will provide additional implementation tools to help city residents reduce their energy consumption and utilize proven solar technologies.

SELF is a non-profit community lending organization that provides energy expertise, favorable financing for clean energy solutions, and project management from start to finish. The non-profit was started in St. Lucie County in 2010 and has been operational for more than 3 years in the Treasure Coast region. To date, SELF has completed 959 energy assessments and closed 295 loans totaling \$2.5 million. Last year, SELF also received the “Most Outstanding Green Business” award from the South Florida Chapter of the U.S. Green Building Council.

Orlando Mayor Buddy Dyer said, “We are pleased to be working with SELF to help city residents make much-needed home energy improvements that can reduce energy consumption and operating costs, advance clean energy technologies, and create local green jobs.”

SELF’s Executive Director, Doug Coward, said, “SELF is excited to expand operations into one of the most forward-thinking communities in Florida.” He added, “SELF will coordinate program activities with the City’s Office of Sustainability and the Orlando Utilities Commission, and collaborate with local qualified contractors to complete the work.”

SELF’s Chief Financial officer, Duanne Andrade, added, “We are very pleased to open up the Orlando market with First Green Bank as our financing partner especially since we share the mission of working towards making our communities greener.” First Green Bank is headquartered in Mt. Dora and they are focused on lending to area residents and investing in local businesses and the environment. First Green Bank’s Chief Executive Officer, Kenneth LaRoe, said, “We strongly support the City’s sustainability goals and are very pleased to be partnering with SELF to foster the clean energy economy in the City of Orlando.”

Local residents and contractors interested in learning more about the SELF program can visit www.solarenergyloanfund.org or call (772) 468-1818.