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FOR IMMEDIATE RELEASE

Solar Energy Brought Down to Earth For Neptune High School Students

Neptune, NJ, June 5, 2012--Dignitaries, high school students and fans of solar power gathered on Tuesday June 5 in the park across the street from the Jane H. Booker Family Health Center in Neptune, NJ, to mark a new milestone in a dramatic community revitalization program. Nonprofit real estate developer CityWorks, Princeton Power Systems and Neptune Township Mayor Randy Bishop introduced the newly rehabbed West Lake community's latest innovation—solar energy.

Recently, CityWorks added solar energy panels to the West Lake Avenue development. During the past few years, this midtown area has been the subject of an intense effort to pull an impoverished area of Neptune out of economic decay.

“Solar energy and the long term commitment to sustainable energy are undeniably here to stay,” says Tom Clark, executive director of CityWorks. “This installation truly demonstrates technological innovation and economic progress in Neptune.” CityWorks is the designated nonprofit contractor for the West Lake Corridor. It partners with the Neptune Economic Development Corporation and the Midtown Urban Renaissance Corporation (MURC). MURC is a non-profit corporation composed of residents, business owners and religious and civic leaders whose mission is to secure the necessary resources that will develop and maintain the vitality of the Midtown neighborhood.

Princeton Energy Partners, a subsidiary of Princeton Power Systems, based in Princeton, NJ, supplied the entire system to the West Lake Avenue Development, including the carport structures, solar panels, and the equipment that converts energy collected by the panels into electricity that can be used by the power grid.

In about 10 years, the solar panel system will pay for itself in savings, says Alan Cohen, Applications Engineering Manager for Princeton Power Systems. The West Lake Avenue Development benefits as it pays a discounted price for electricity generated by the panels, while Princeton Energy Partners owns the SRECs and federal tax credits.

“Solar power is smart. It is sustainable,” says Cohen. “Solar energy is a very robust system with minimal maintenance and no moving mechanical parts. There's not much opportunity for the system to break

down,” says Cohen. “In urban areas, solar panels allow energy to be generated off a base of existing structures or over developed areas like parking lots, without having to dedicate expensive and limited land resources solely to the production of power.”

At 1828 West Lake Avenue, the solar panels are attached to structures in the parking lot, creating a dual purpose for the ground. Engineering students from Neptune High School attended the milestone event. Princeton Power Systems officials walked the students through the fine points of how sunlight is transported from solar panels and converted into energy.

Students are among the biggest proponents of solar power, observes Neptune High School teacher Tom Manderachi. “They have tiny solar panels on their calculators. They know solar power works and anticipate a future that includes solar power used in many places. To have a facility with solar panels in place, just three blocks from our school, is a great example of progress in Neptune and a significant learning opportunity for our students, many of whom are college-bound in engineering programs.”

CityWorks is a nonprofit, New Jersey-based community redevelopment organization that partners with community development corporations to revitalize economically blighted urban areas. Its role varies based on the needs of the non-profit sponsor and the circumstances of project development. For instance, CityWorks may serve as a developer consultant, advising the non-profit’s project management staff, or the corporation may manage the project on a turnkey basis. Where appropriate, CityWorks may become a co-venture partner or develop projects on its own.

Princeton Power Systems, founded in 2001, is a manufacturer of advanced power conversion products and alternative energy systems, with patented electronics that provide a more reliable and cost-effective means for converting electric power cleanly and efficiently. The company provides solutions for renewable energy, distributed power generation, and military applications. Princeton Power Systems products reduce energy consumption, lower peak electric usage, and provide clean renewable energy sources with superior performance.

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Cutline:

Photo1-Group Shot:

Attending the Solar Energy Event (from left to right) Joe Palazzola, NJ Community Capital; Patrick Durkin and Paul McEvily, Interfaith Neighbors; Casey Twele, Brilliant Environmental Services; Heather O’Connell, NJ Economic Development Authority; Richard Allen, Neptune High School; Gail Oliver, Neptune Midtown Urban Renaissance Corporation; Alan Cohen, Princeton Power Systems; Tom Manderachi and John Gross, Neptune High School; Andy Carten and Tom Clark, CityWorks; and Neptune Township Mayor Randy Bishop. Photo by Neptune High School Student Alexandria McKeon.

Photo 2

Alan Cohen, Princeton Power points to the solar panels behind the Jane H. Booker Family Health Center in Neptune as he discusses solar energy with Neptune High School students. Photo by Roberta Grace.