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**FOR IMMEDIATE RELEASE**

## **GELTZ COMMUNICATIONS WINS TOP NATIONAL HONORS ON SOLAR HOME PROJECT BROCHURE**

**PASADENA, CA – November, 2008** – Geltz Communications, Inc. (Geltz) received Gold Honors from the League of American Communications Professionals’ (LACP) 2008 Spotlight Awards for the marketing brochure presenting “O Bel Sole!,” a development in Lancaster, CA, featuring solar-powered, energy-efficient, and green homes. The brochure served as the central marketing and selling tool for the project, developed by Jennie Stabile & Al Stabile/K Street East LLC.

“The brochure really positions the housing development as a very compelling and ‘green’ place to live,” the judges commented. “Given the constraints of homebuilding within Southern California, this project was clearly conceived with environmental consciousness on top of mind.”

Geltz was the marketing coordinator for the project, which was funded in part by the California Energy Commission’s (Commission) Public Interest Energy Research (PIER) program. The goals of the project included promoting environmentally-friendly homes in southern California and investigating potential impacts of a cluster of very energy-efficient (zero net energy) new homes on the electrical utility infrastructure system.

“O Bel Sole!” was the first residential community in Southern California to participate in the Commission’s New Solar Homes Partnership program. It featured building integrated photovoltaic (BIPV) solar technology embedded into roof tiles. In addition, the homes featured highly efficient space heating, air conditioning, water heating, and lighting equipment, enhanced building envelope design, and several green features such as engineered wood products, low-VOC paints, and water-efficient landscaping.

“We are honored by LACP’s recognition of the ‘O Bel Sole!’ project and its efforts to promote the idea of living better, living green, and living for less,” says Christine Geltz, President and CEO of Geltz Communications, Inc.

**About the New Solar Homes Partnership Program:** The California Energy Commission’s **New Solar Homes Partnership** (NSHP) is part of the comprehensive statewide solar program known as the California Solar Initiative. The NSHP provides financial incentives and other support to home builders, encouraging the construction of new, energy-efficient solar homes that save homeowners money on their electric and natural gas bills and protect the environment. For more information, visit <http://www.gosolarcalifornia.org/nshp/index.html>.

**About Geltz Communications, Inc.:** Geltz is a full-service marketing communications firm delivering strategic branding, marketing, and community-level outreach for energy and water efficiency programs. For more information, visit [www.geltzcomm.com](http://www.geltzcomm.com)

**About the League of American Communications Professionals LLC:** LACP was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. [www.lacp.com](http://www.lacp.com)