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FOR MORE INFORMATION CONTACT:
Patrice Harris, Dir. of PR & Communications
414.750.1415 mobile
Patrice.Harris@wisconsin.gov

Wisconsin State Fair Park Unveils PV Solar Panel Installation and “Energy on a Stick”

West Allis, WI - July 30, 2009 - At a news conference held this morning, officials from Wisconsin State Fair Park, We Energies, Focus on Energy, Conserve Wisconsin and the State of Wisconsin’s Office of Energy Independence, unveiled the newest addition to the Fair Park, Solar Power.

The largest solar installation is on the roof of the Wisconsin Products Pavilion. The system is a 27.2-kilowatt system that will produce approximately 34,000 kilowatt-hours of electricity each year. Fairgoers will be able to view the system during the Wisconsin State Fair while traversing the grounds via the sky gliders.

The second installation, “Energy on a Stick,” is located on North Grandstand Avenue. Energy on a Stick is a 2.3-kilowatt pole-mounted solar tracker that will produce 3,850 kilowatt-hours of electricity each year. Energy on a Stick will offer Fairgoers and visitors to the Fair Park an up close look at a Photovoltaic (PV) Solar Panel. The solar tracker has informational signage to educate the public about how solar energy is produced. Throughout the Fair, additional information may also be obtained in We Energies Energy Park and in the Wisconsin Products Pavilion.

Solar energy is created when energy, created in the form of light from the sun, is captured by Solar PV Cells in Solar Panels thereby freeing electrons. The electrons flow through wires in an electrical circuit to make electricity. Inverters then convert the electrical current from direct current (DC) to alternating current (AC). While at the Fair or any event in the Wisconsin Products Pavilion, visitors to Wisconsin State Fair Park will be able to see live tracking of the combined amount of electricity being generated by the panels on the roof of the Wisconsin Products Pavilion and Energy on a Stick via a large flat screen TV mounted on a wall in the southwest corner of the pavilion. The public can also monitor the electricity being generated online at http://www.we-energies.com/residential/energyeff/WeEnergies_StateFairPark.swf.

At the news conference, Wisconsin State Fair Park Board Chairman Susan Crane shared a statement from Governor Doyle. “The Wisconsin State Fair’s innovative ‘Energy on a Stick’ solar panel project and solar display exemplify the work our state

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WSFP SOLAR INSTALLATIONS / ADD ONE

is doing to position Wisconsin as a national clean energy leader. Over the last few years State Fair Park has responded to my challenge to reduce its energy consumption, leading the way to reduce its energy use by over 40 percent and save nearly a half million dollars in energy costs since 2005," the Governor stated. "I hope everyone takes the opportunity to learn about the innovative, cost-saving and energy efficient efforts underway at State Fair Park. We all must work together toward a clean energy future that saves us money, creates jobs, helps secure our world and improves our air and water."

The cost for the solar installation projects was funded entirely through generous grants from We Energies, Conserve Wisconsin, and Focus on Energy. Design and coordination of the installation was provided by the Division of State Facilities, which is part of Wisconsin's Department of Administration.

Chairman of the Fair Park Board Susan Crane said, "We are excited to enhance the community's awareness of solar energy when they visit State Fair Park, and are very fortunate to have found true partners in Conserve Wisconsin, We Energies, Focus on Energy, and the Division of State Facilities."

The two solar installations, informational banners and equipment for the Wisconsin Products Pavilion and Energy on a Stick totaled nearly \$250,000. Utilizing the available grants from We Energies, Conserve Wisconsin and Focus on Energy, Wisconsin State Fair Park was able to implement these projects at no cost to the Fair Park.

The 2009 Wisconsin State Fair, presented by U.S. Cellular, will take place Thursday, August 6 through Sunday, August 16. For detailed information on Wisconsin State Fair please visit WiStateFair.com.

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