



For Immediate Release

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TREO Hosts Whirlwind Washington, D.C. and New York City Media Tour to Promote Tucson's Solar Industry

TUCSON, AZ, Oct. 20, 2009--- Tucson Regional Economic Opportunities, Inc. ([TREO](http://www.treoaz.org)), led a marketing mission of Tucson business executives and academic researchers on a high-profile, two day tour of Washington, D.C., and New York City that resulted in interviews with a dozen leading international magazines, newspapers, radio and television stations.

On Thursday, October 15, Joe Snell, TREO's President & CEO, Paul Bonavia, Chairman, President & CEO, [Tucson Electric Power](#) and UniSource Energy Corporation (NYSE: UNS); Olaf Koester, President & CEO, [Solon Corp.](#), and Joe Simmons, Co-Director, [Arizona Research Institute for Solar Energy](#) (AzRise) described Tucson's role in the solar industry to journalists from **Barron's**, the national business magazine, **McClatchy Newspapers**, and **Bloomberg News**. They stressed the importance of UA's engineering and sciences departments to the growth of the industry, the availability of talented individuals in the region, political and government support for renewable energy, TEP's plans for solar, and why Solon, a leading solar panel manufacturer, located its plant in Tucson.

The same day, during a visit to the University of Arizona exhibit at the Solar Decathlon on the National Mall in Washington D.C., the group met with Congresswoman Gabrielle Giffords and discussed Tucson's emerging solar industry with other broadcast journalists.

Continuing to New York on Friday, October 16, Bonavia, Koester and Snell were interviewed by energy journalists at **Forbes**, one of the leading business magazines; **The New York Times**; **The Economist**, and **Power & Risk Management** (a prominent newsletter for the industry). Bonavia capped the day off with a very concise description of TEP's solar strategy on **Bloomberg Television**, which reaches more than 200 million homes.

"This trip was very useful for getting Tucson's message to leading national and international media, and because we were able to bring important companies and organizations in our solar industry before influential journalists," Snell said. "This will help put Tucson on the solar map and in the minds of important decision makers."

"We had an opportunity to share the successes of our company and our community with an audience that may not have previously appreciated the opportunities made possible by our commitment to renewable energy and sustainability," said Bonavia. "It was a very productive trip."

Koester said: "I want to thank TREO for arranging this opportunity to make the American media aware of what SOLON is doing in Tucson and the opportunities for the solar industry in Arizona and throughout the United States. SOLON chose Tucson as the site of its U.S. manufacturing operations. It is a story worth telling the broader media."

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO's mission is to provide insight, infrastructure, resources and development efforts to accelerate economic prosperity throughout the Southern Arizona region. TREO supports the creation of new business, the growth and expansion of existing businesses, and the attraction of companies that offer high-impact jobs and share the community's values. For more information, visit www.treoaz.org.