

# Media Advisory

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## Downtown Golden business goes green, unveils new solar panels during community bike ride

GOLDEN— The Original Woody's Wood-Fired Pizza plans to unveil a new 48-panel solar array Tuesday, October 27<sup>th</sup> in conjunction with their final community cruiser-bike ride of the season. With over 200 riders expected to attend this month in full Halloween costume, Woody's will be introducing the 9.8kW solar photovoltaic system to the festive participants.

Having been an active member in the community since 1993, Woody's will be demonstrating the next wave of community involvement; sustainable business. Woody's will be the first business in downtown Golden to "go solar." The locally owned and operated small business plans to demonstrate that "going green" is not just good for the environment, but great for business. The system is expected to off-set 27,889 lbs of carbon dioxide annually, and will cost only 18% of the total retail value of the system thanks to the help of Xcel Energy, the Golden Urban Renewal Authority, Buglet Solar, and Federal Tax incentives.

<b>What</b>	The Original Woody's Wood-Fired Pizza will be unveiling a 48-panel solar PV system to over 200 cruiser-bike riders dressed in Halloween costumes. The solar-PV system is the first of its kind for downtown Golden businesses.
<b>Where</b>	Woody's Wood-Fired Pizza 1305 Washington Ave. Golden, CO 80401
<b>When</b>	Festivities begin October 27 <sup>th</sup> , 2009 at 6pm, bike ride leaves around 7pm. Bike and prize giveaway upon return.
<b>Information</b>	Please contact Woody's Owner's Representative Jon Bortles @ (303) 819-7225

*The "Golden Cruise" is a community bicycle ride hosted by Woody's, New Belgium Brewery, and the Golden Bike Shop. The last Tuesday of the month (April-October), participants of all ages are invited to partake in the festivities and win a brand-new cruiser bike after the ride through beautiful downtown Golden, CO.*