

MEDIA RESOURCES

MEDIA CONTACTS

U.S. Department of Energy Office of Public Affairs

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SOLAR DECATHLON ONLINE AND MULTIMEDIA RESOURCES



Visit www.SolarDecathlon.gov



Download high-resolution images on the Solar Decathlon Flickr page:
www.flickr.com/photos/solar_decathlon



Watch team video content: www.youtube.com/doesolardecathlon
and view event B-Roll: apps1.eere.energy.gov/news/b_roll_sd.cfm



Follow the Twitter account: www.twitter.com/Solar_Decathlon
and join the conversation: #SD2013



Like our page on Facebook: www.facebook.com/DOESolarDecathlon



Browse and share our design renderings and more on Pinterest:
<http://pinterest.com/energy/solar-decathlon>



Check in on Foursquare and enjoy the event! https://foursquare.com/solar_decathlon



Read the Solar Decathlon news blog: www.SolarDecathlon.gov/blog/

MEDIA EVENT HIGHLIGHTS

In addition to the hours the event is open to the public listed above, we invite the media to:

- **Media Preview Day – Wed., Oct. 2**
 - Program and guided tour of solar village 10:30 AM – 12:00 PM
 - House access and interview availability 12:00 PM – 2:00 PM
- **Opening Ceremony – Thurs., Oct. 3**
 - All-team photo 8:30 AM – 9:00 AM
 - Program and VIP ribbon cutting 9:30 AM – 11:00 AM
 - Interview availability and house access 11:00 AM – 12:00 PM
- **Final Awards Ceremony – Sat., Oct. 12**
 - Program and winner announcement 10:00 AM – 10:45 AM

Additional announcements throughout the week:

- **Market Appeal & Affordability Contest Results** Thurs., Oct. 10, 10:00 AM
- **Architecture & Communications Contest Results** Fri., Oct. 11, 10:00 AM
- **Engineering Contest Results**
Announced in conjunction with overall winner Sat., Oct. 12, 10:00 AM
- **Victory Celebration Reception – Sat., Oct. 12***
Includes the People’s Choice Award announcement Sat., Oct. 12, 7:30 PM – 10:30 PM
(*Note: this event is closed to the public, but open to media who RSVP.)

B-ROLL & VIDEO AVAILABLE

Video walkthroughs of each house are available at www.SolarDecathlon.gov/videos.html. B-roll packages are anticipated to be available after the Opening Ceremony (Oct. 3) and Final Awards Announcement (Oct. 12). In addition, both events may be streamed live on the Internet. Check the online pressroom (www.SolarDecathlon.gov/press_room.html) close to the competition for links to broadcast-quality b-roll footage and details about live streaming plans.

TRANSPORTATION TO ORANGE COUNTY GREAT PARK

[The Orange County Great Park](#) is situated in the geographic center of Orange County within the city limits of Irvine, Calif. It is approximately halfway between Los Angeles and San Diego, about 15 minutes away from John Wayne Airport (SNA) and accessible via the Interstate 5 and 405 freeways and the 133 and 241 toll roads.



MEDIA PARKING & SATELLITE TRUCKS

Special parking is available for members of the media who RSVP, present media credentials when entering the property, and follow signs to Parking Lot Area A. Otherwise, event parking in the general public entrance is \$5.00 per vehicle. Satellite trucks are welcomed and encouraged to make arrangements in advance. Upon arriving to the event, all media should visit the media trailer located near the Solar Decathlon village to check in.

DRIVING DIRECTIONS TO THE MEDIA PARKING LOT – BY CAR

5 North

- Exit Sand Canyon Ave. and turn right
- Turn left on Marine Way
- Turn right after the guard shack
- Follow the road signs to parking

405 North

- Exit Sand Canyon Ave. and turn right
- Turn right on Marine Way
- Turn right after the guard shack
- Follow the road signs to parking

5 South

- Exit Sand Canyon Ave. and turn left
- Turn right on Marine Way
- Turn right after the guard shack
- Follow the road signs to parking

405 South

- Exit Sand Canyon Ave. and turn left
- Turn right on Marine Way
- Turn right after the guard shack
- Follow the road signs to parking

The best physical address for Media Parking Lot A at the Orange County Great Park is: 6950 Marine Way, Irvine, CA, 92618. However, GPS and other online maps are unreliable in this area, so we recommend utilizing the directions provided above.

BY PUBLIC TRANSPORTATION

We encourage event attendees to use public transportation if possible. The [Irvine Station](#) is located adjacent to the [Orange County Great Park](#) and is a multi-modal transportation center supporting travel via Metrolink and Amtrak train service, OCTA bus service and bicycling. A shuttle will transport visitors from the Irvine Station to the event site. Shuttles will run from 7:00 a.m. to 7:30 p.m. each day the event is open to the public (October 3-6 and October 10-13), and the cost is \$1 per ride. The shuttle is free for Metrolink, Amtrak, and OCTA ticket holders. The first 100 train or bus riders to show their Metrolink, Amtrak or OCTA passes, each even day, at the information booth at the Great Park will receive a free event gift-pack.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE SOLAR DECATHLON?

The U.S. Department of Energy Solar Decathlon is an award-winning program that challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive. The winner of the competition is the team that best blends affordability, consumer appeal, and design excellence with optimal energy production and maximum efficiency.

The competition demonstrates to consumers how to save money and energy with affordable clean energy products that are available today. The Solar Decathlon also provides participating students with hands-on experience and unique training that prepares them to enter our nation's clean energy workforce.

The first Solar Decathlon was held in 2002; the competition has since occurred every two years in 2005, 2007, 2009, and 2011. Solar Decathlon 2013 collegiate teams will welcome visitors at the Orange County Great Park in Irvine, California, October 3-6 and 10-13. Open to the public and free of charge, visitors can tour the houses, gather ideas to use in their own homes, and learn how energy-saving features can help them save money today. The competition will occur over several weeks, with construction beginning on September 23. For a full event calendar or to access the Solar Decathlon village during days closed to the public, please contact Jason Lutterman at Jason.Lutterman@ee.doe.gov.

WHAT IS THE PURPOSE OF THE SOLAR DECATHLON?

One of the Energy Department's most successful outreach efforts, the Solar Decathlon helps accelerate the adoption of energy-efficient products and design by:

- Educating students and the public about the money-saving opportunities and environmental benefits presented by clean energy products and design solutions
- Demonstrating to the public the comfort and affordability of homes that combine energy-efficient construction and appliances with off-the-shelf renewable energy systems
- Providing participating students with unique training that prepares them for the clean energy workforce.

WHEN AND WHERE IS SOLAR DECATHLON 2013?

The Solar Decathlon 2013 will be free and open to the public from 11:00 a.m. to 7:00 p.m. on Thursday, October 3 – Sunday, October 6, and Thursday, October 10 – Sunday, October 13. It is located at the Orange County Great Park in Irvine, California.



WHO ARE THE SOLAR DECATHLON 2013 TEAMS?

- **Arizona State University and University of New Mexico**
- **Czech Republic** (Czech Technical University)
- **Kentucky/Indiana** (University of Louisville, Ball State University, and University of Kentucky)
- **Middlebury College**
- **Missouri University of Science and Technology**
- **Norwich University**
- **Santa Clara University**
- **Southern California Institute of Architecture and California Institute of Technology**
- **Stanford University**
- **Stevens Institute of Technology**
- **Team Alberta** (University of Calgary)
- **Team Austria** (Vienna University of Technology)
- **Team Capitol DC** (The Catholic University of America, George Washington University, and American University)
- **Team Ontario** (Queen's University, Carleton University, and Algonquin College)
- **Team Texas** (University of Texas at El Paso and El Paso Community College)
- **University of Nevada Las Vegas**
- **University of North Carolina at Charlotte**
- **University of Southern California**
- **West Virginia University**

Learn more about each team by visiting www.solardecathlon.gov/teams.html

WHAT IS THE COMPETITION?

The U.S. Department of Energy Solar Decathlon is a competition that challenges collegiate teams from around the world to design, build and operate solar-powered houses that are affordable, highly energy-efficient, attractive, and comfortable to live in. The participating students spend almost two years creating houses to compete in 10 contests. The 10 contests for Solar Decathlon 2013 include:

- Affordability
- Appliances
- Architecture
- Comfort Zone
- Communications
- Energy Balance
- Engineering
- Home Entertainment
- Hot Water
- Market Appeal

Details on each contest can be found here: www.solardecathlon.gov/contests.html



Each contest is worth a maximum of 100 points, for a competition total of 1,000 points. The team with the most points at the end of the competition wins a trophy and receives recognition at the final awards ceremony. The winning team produces a house that:

- Is cost-effective, attractive, and easy to live in
- Maintains comfortable indoor living conditions
- Supplies energy to household appliances for cooking, cleaning and entertainment
- Provides sufficient hot water
- Balances energy production and consumption

Details on the rules of the competition can be found here: www.solardecathlon.gov/rules.html

HOW ARE THE TEAMS SELECTED?

Teams applying to compete in Solar Decathlon 2013 were required to demonstrate their ability to design and build an innovative, solar-powered house; raise additional project funds; support the project through an integrated curriculum; and organize a student team able to carry the project through to completion.

WHERE ARE THE PAST SOLAR DECATHLON HOUSES? ARE THEY FOR SALE?

Since 2002, teams have constructed 91 houses for the Solar Decathlon competition. The houses from prior events—now located throughout the U.S. and around the world—continue to serve numerous education, conservation, and community-oriented functions, including at least:

- Twenty-four that continue to contribute to university research and on-campus outreach
- Eighteen that serve as private residences for families and students
- Sixteen that host the public as educational exhibits extolling the benefits of renewable energy and energy efficiency
- Seven that are used for business and meeting space
- Five that were disassembled, recycled, or reused

To view an interactive map displaying where past Solar Decathlon houses are now, please visit: www.solardecathlon.gov/where_now.html

WHY DID SOLAR DECATHLON MOVE TO ORANGE COUNTY GREAT PARK?

In 2011, Solar Decathlon organizers decided to expand the competition's audience beyond America's capital. After a national solicitation in which cities across the country competed to host this popular event, the Energy Department selected the Orange County Great Park in Irvine, California. A former Marine Corps air station in the midst of a transformation into a 1,300-acre metropolitan park, the Orange County Great Park—with its mile-long runways and great facilities—offers flexible space to expand the event. Irvine's reputation as a leading master-planned city that is an employment hub and public education supporter makes the choice a strong one, and its location in the middle of Southern California's Orange County is ideal.

WHAT IS THE XPO?

The XPO is a clean, renewable, and efficient energy exposition featuring visionary and innovative companies, products, and educational opportunities that will be hosted alongside the U.S. Department of Energy Solar Decathlon 2013. Through fun, interactive exhibits and activities, the XPO will provide visitors with information about the broad spectrum of energy efficiency in home design, transportation, consumer products, food production, and education. Visitors will experience actionable ways to implement energy efficiency today and into the future and leave with tools and resources to live differently. Visit www.the-xpo.org for more information.

The XPO will host a variety of exhibits, all of which are free to the public, including:

Transportation Zone

- **Vehicle ride-and-drives**
 - Advanced automotive technologies that are reshaping personal transportation.
 - Test drives of fuel-efficient hybrids and zero emission, plug-in electric vehicles.
- **Expo Area for Auto Manufacturers** – automakers and transportation-related companies will display their clean energy products and technology advancements.
- **Advanced Vehicle Competition Component** – The California Challenge
 - The first national race to evaluate the performance and efficiency of mixed fuels side by side.
 - The winner will be the vehicle that travels the maximum distance in one hour using \$1 worth of energy.
 - Combines two well-known alternative fuel racing programs: the University of California Irvine Invitational, and Electrathon America.

Consumer Workshops

- **Powerful Ideas Symposium** – speakers and panelists presenting useful, innovative ideas related to clean, renewable, efficient energy and its connection with our everyday lives.
- **Powerful Ideas Classroom** – educational activities and lessons focused on science, engineering, architecture and energy for preschool through high school students.
- **Themed Days**
 - **Municipal Day – Fri., Oct. 4**
 - **Home and Business Consumer Day – Sun., Oct. 6**
 - **Green Jobs Fair – Fri., Oct. 11**

Other Interactive Areas

- **SunShot Innovation Pavilion** – an educational trade show connecting consumers to clean, renewable, energy-efficient companies, products and service while showcasing educational activities and booths highlighting the Energy Department’s SunShot awardees and nonprofit partners.
- **Competitors Pavilion** – showcasing U.S. Department of Energy Solar Decathlon 2013 team colleges and universities as well as the winners of the U.S. Department of Energy

Housing Innovation Awards and the American Institute of Architects Orange County Student Design Competition Awards.

- **Farm & Food Zone** – exhibits and workshops on the benefits of locally grown food and how to grow nutritious, delicious food and maintain healthy gardens.
- **Arts & Culture Zone** – gallery exhibitions exploring the influence of environment on art.
- **ABC Green Home** – tours of the certified net-zero home created by Southern California Edison, *Green Home Builder Magazine*, and others, located at Orange County Great Park.

Together, Solar Decathlon 2013 and the XPO create a unique and powerful showcase for technology, education, products, arts, and business opportunities related to clean and renewable energy generation and efficient energy use.

U.S. DEPARTMENT OF ENERGY SOLAR DECATHLON HISTORY

SINCE THE FIRST SOLAR DECATHLON IN 2002, THE EVENT HAS:

- Involved 112 collegiate teams that pursued a multidisciplinary approach to studying the requirements for designing and building energy-efficient, solar-powered houses
- Established a worldwide reputation as a successful educational program and workforce development opportunity for thousands of students
- Positively impacted the lives of 17,000 collegiate participants
- Expanded its outreach to K-12 school students by inviting schools to tour the Solar Decathlon village on event Education Days
- Expanded to Europe and China to involve an additional 80 teams and 12,000 participants through Solar Decathlon Europe 2010 (Madrid, Spain), Solar Decathlon Europe 2012 (Madrid, Spain), Solar Decathlon China 2013 (Datong), and Solar Decathlon Europe 2014 (Versailles, France)
- Educated the public about the benefits, affordability, and availability of clean energy solutions by generating widespread media coverage and harnessing digital tools to reach millions of people.

IN 2011, THE SOLAR DECATHLON:

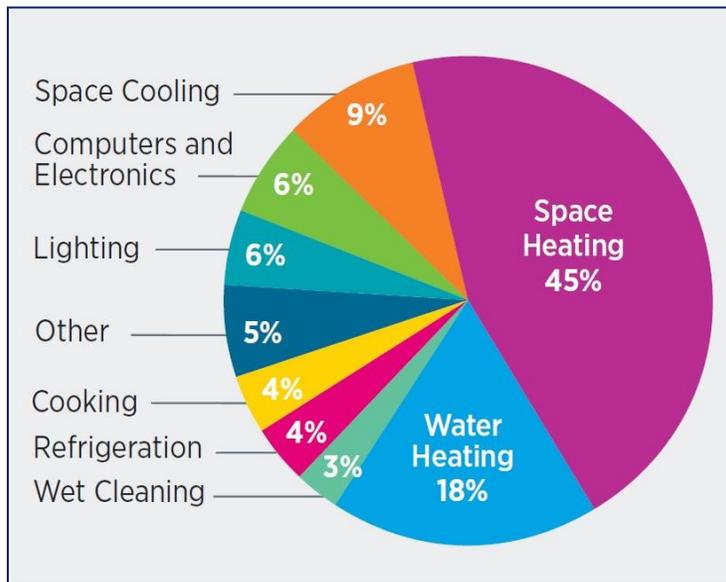
- Provided over 350,000 house visits to the public over 10 days
- Offered 41 workshops onsite for the public (including a dedicated day of workshops for builders and industry experts), which were attended by over 1,500 professionals
- Hosted approximately 5,000 students and educators from schools throughout the greater Washington, D.C. area
- Reached millions of readers and viewers in markets across the globe through newspapers, radio, TV, online coverage, social media channels, and face-to-face at the competition.

THE PAST SOLAR DECATHLON WINNING TEAMS ARE:

- 2011 – University of Maryland
- 2009 – Technische Universität Darmstadt
- 2007 – Technische Universität Darmstadt
- 2005 – University of Colorado, Denver and Boulder
- 2002 – University of Colorado at Boulder

ENERGY FACTS AND FIGURES

RESIDENTIAL ENERGY USE



5 TIPS TO SAVE MONEY BY SAVING ENERGY

1. Set your programmable thermostat
2. Switch to energy-saving lighting
3. Seal your windows, doors, and ducts
4. Look for ENERGY STAR appliances
5. Improve the insulation in your attic and walls

Learn more energy-saving tips at www.energysaver.gov/

Source: 2010 Buildings Energy Data Book, Table 2.1.1 Residential Primary Energy Consumption, by Year and Fuel Type.

SAVE ENERGY AND MONEY

The typical U.S. family spends more than \$2,000 on utility bills each year. In 2009, energy expenditures for households exceeded \$230 billion. By making quick and affordable changes, Americans can save hundreds of dollars on energy bills each year. For example, using a programmable thermostat can help the average American family save more than \$180 on heating and cooling bills per year. By upgrading the five most used bulbs to energy-saving light bulbs, Americans can save about \$70 per year. As of December 2012, families and businesses have saved more than \$230 billion by using ENERGY STAR appliances since the program began in 1992.

DEPARTMENT OF ENERGY LEADERSHIP BIOGRAPHIES

These biographies of Department of Energy personnel are provided for members of the media reporting on the U.S. Department of Energy Solar Decathlon.



DR. ERNEST MONIZ
Secretary of Energy

As United States secretary of energy, Dr. Ernest Moniz is tasked with implementing critical Department of Energy missions in support of President Obama's goals of growing the economy, enhancing security and protecting the environment.



DR. DAVID DANIELSON
Assistant Secretary for Energy Efficiency and Renewable Energy

David Danielson is the assistant secretary for the Office of Energy Efficiency and Renewable Energy at the U.S. Department of Energy. In his role, he oversees a broad energy portfolio, helping hasten the transition to a clean energy economy.



RICHARD KING
Solar Decathlon Director

Richard King is the director of the U.S. Department of Energy Solar Decathlon. Mr. King created the Solar Decathlon in 2000 and directed the 2002, 2005, 2007, 2009, and 2011 events. He is now working on the 2013 event, which will take place Oct. 3–13, 2013, at the Orange County Great Park in Irvine, California. Mr. King holds a physics degree from the American University and has been with the U.S. Department of Energy since 1986.