



Regional Growth Partnership
BUILDING A HIGH-TECH, HIGH-PERFORMANCE ECONOMY

NEWS

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FOR IMMEDIATE RELEASE

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ABC World News Recognizes Toledo as “Solar Valley”

TOLEDO, Ohio – ABC World News is the latest national media outlet to feature the Toledo area as a rising star in the solar industry. Hosted by Charles Gibson, ABC News highlighted Toledo on its Wednesday night broadcast as a community building a new future in solar through its history, success and innovation in the glass industry.

<http://abcnews.go.com/Video/playerIndex?id=6484425>

“This is where glass was first mass-produced for bottles, buildings and cars. Now Toledo is turning those skills – and that tradition – to the sun,” reported ABC correspondent Chris Bury. “Dozens of new companies here are making rivers of glass into solar cells, panels and coatings – a fast-growing green industry.”

The ABC News crew spent two days in Toledo researching the area’s history in glass and solar, interviewing local companies and shooting video. Solar Fields CEO Norm Johnston was featured in the news segment, as were employees and executives at Xunlight, recognized by ABC News as a start-up out of the University of Toledo.

(More)

“Toledo is bailing itself out from the faded glory of Glass City to the shiny promise of Solar Valley,” Bury reported.

Development of the ABC News story is tied to the Regional Growth Partnership’s editorial marketing program, designed to target and attract national media coverage by promoting the successes and assets of our region. Over the past year, the program’s efforts have led to prominent placements in Newsweek, the Wall Street Journal, CNN, Fox Business News and the Associated Press.

“As our region continues advancing as a leader in solar research and development, the Regional Growth Partnership will continue seeking national media opportunities to highlight our successes,” said Steve Weathers, president and CEO of the RGP. “Our region should be proud that others have taken notice, and this national coverage should validate the direction our community is taking to develop a knowledge-based economy.”

The Regional Growth Partnership is a private nonprofit development corporation dedicated to fostering local, national and international economic growth opportunities for northwest Ohio and southeast Michigan.

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