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FOR IMMEDIATE RELEASE

Kate Kelly, Director of Public Relations/Sonoma Clean Power
kkelly@sonomacleanpower.org | 707.486.2952

Surf Market in Gualala Goes 100% Renewable Sonoma Clean Power's EverGreen Service Has A New Ambassador

(SANTA ROSA, CA) - If you've visited Surf Market in Gualala recently, no doubt you have noticed their prominent new signage announcing that the local community store is now powered by 100% renewable energy.

Surf Market has upgraded to Sonoma Clean Power's (SCP's) [EverGreen](#) service, the only energy option of its kind in the United States, offering 100% locally produced renewable power, day *and* night.

The store-wide marketing campaign was brought to life when Surf Market owner, Steve May, and SCP's Director of Public Relations and Marketing, Kate Kelly, met to discuss how to publicize the family-owned grocer's big decision.

"We were thrilled when Surf Market wanted to promote EverGreen to their customers and community," said Kelly. "This is the most significant campaign we've done in partnership with a commercial SCP customer, and we're excited to see what effects it has in Gualala and the surrounding areas," she added.

In addition to powering their store with 100% renewable energy, Surf Market has taken a number of other actions to reduce their greenhouse gas emissions and impact on climate change and local pollution. These include offering a variety of sustainable products and organic foods, supporting small family farms in the local area, and upgrading to more efficient refrigeration and compressor systems.

"Surf Market was founded in 1956 to serve the needs of our community. Now as we celebrate 65 years of service, our commitment to benefiting our community has evolved to include powering the market with 100% renewable energy. We are very proud of our partnership with Sonoma Clean Power," said May.

With Surf Market upgrading to EverGreen, May hopes other businesses and community members along the MendoNoma coast will follow suit.

"We love to see local businesses championing renewable energy. Beloved community leaders like Surf Market have the unique opportunity to inspire their customer base to also make a positive impact," says Scott Lawrence, SCP's Commercial Accounts Specialist. "We're looking forward to working with more commercial customers to help them evaluate the benefits of upgrading to EverGreen."

To learn more about the SCP and Surf Market partnership, please visit sonomacleanpower.org/mendonoma.

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About Sonoma Clean Power

Sonoma Clean Power is the public power provider for Sonoma and Mendocino counties. We contract with cleaner generating sources that have fewer greenhouse gas emissions, and provide power to residents, businesses, and municipalities in our service territory at rates competitive with PG&E. Climate change affects everyone, so our services are designed for everyone. To learn more, visit sonomacleanpower.org or call 1 (855) 202-2139.

About Surf Market

Our mission goes deeper than just selling groceries. In addition to being a benefit to our community, it is fundamental to our mission to provide a superb selection of the highest quality organic, local, special diet, and gourmet foods available. Our team of buyers works hard to source the best products from around the world and close to home. We invite you to visit us at the market or visit surfsuper.com to learn more about us.