



Media Kit for Outreach Partners

About

The mission of the [Electric Home Tour](#) is to empower homeowners to make informed decisions about transitioning from gas to electric home appliances. Buildings burning fossil fuels contribute significantly to greenhouse gas emissions. By embracing the electrification of homes using clean electricity, we can play a crucial role in combating climate change. This year's Electric Home Tour follows the highly successful 2022 Tour and includes more than twice the number of homes. The free Tour is made possible through the generosity of sponsors — [Peninsula Clean Energy](#), [Silicon Valley Clean Energy](#) and the [City of Palo Alto](#).

This media kit provides sample copy, graphics, and other resources so that you can easily share information about the Tour with your audience via social media, email newsletters, your website, or other communication channels. Thank you for helping us to get the word out!

Tour Details

- Date and Time: Saturday October 14, 2023, 10 am - 4 pm
- Where: more than 40 private homes across the Peninsula and South Bay
- Cost: Free, but advance registration required by October 12, 2023 (bit.ly/elec-home)
- Addresses of homes on the tour will be emailed to registered tour goers a few days before the tour.
- Homeowners and student assistants will be on hand to answer questions and provide information about available rebates.

Suggested Copy

Headline: See How Your Neighbors Have Electrified Their Homes

Short Copy for X (fka Twitter), Facebook, Instagram, LinkedIn, Nextdoor:

Bay Area Homeowners: see how 40+ of your neighbors have electrified their homes. Sign up for the free Electric Home Tour on 10/14/23 <https://bit.ly/elec-home>. #electrify #GetPastGas

Short blurb for email newsletters, websites

See how your neighbors have electrified their homes!

More than 40 homeowners from Millbrae to Morgan Hill are opening their homes on Saturday October 14, 2023 to display the electric appliances and equipment they have installed to replace methane gas powered products. The free Electric Home Tour will take place from 10 am to 4 pm. The tour is free but requires advance registration. <https://bit.ly/elec-home>

Longer blurb for email newsletters, websites

See how your neighbors have electrified their homes!

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Tour goers will have the opportunity to see energy-efficient heat pump water heaters, heat pumps for heating and air conditioning, induction cooktops, electric fireplaces, electric vehicles, EV chargers, garden equipment, and more. Homeowners and student assistants will be on hand to share information about how to switch out of methane gas (so-called “natural gas”) to improve a home’s comfort and indoor air quality. For more information visit ElectricHomeTour.org.

The tour is sponsored by Peninsula Clean Energy, Silicon Valley Clean Energy and the City of Palo Alto.

Social Media Graphics, Images, Logo

Click an image below to link to a .jpg file with that graphic.



Electric Home Tour logos are available [here](#).

Press Release

Press release is [here](#).

Questions?

Contact us at InfoElectricHomeTour@gmail.com.