



12th April, 2010

President Barack Obama and First Lady Michelle Obama
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Mr. and Mrs. Obama,

On the 40th Anniversary of Earth Day, we need a bold statement from the First Family saying that clean energy works, saves money, creates jobs and is something "I want for my home". The American public needs inspirational leadership and bold moves to believe in the clean energy future and buy into it.

So we suggest that you put solar on the White House in a significant way as a signal to the nation that you are serious about clean energy. We're not talking about panels on the maintenance shed to power the spa, but a large scale installation like the one overviewed in the attached.

Our company, Sungevity, is willing to donate it as I am sure many others in the industry would be happy to do. The point is that you can choose to do this now, and we can make it a symbol of things to come as we create a clean energy economy. No waiting for the Senate on this one and a signal as historic as Nixon's Executive Order to create the Environmental Protection Agency.

What's more it'll save taxpayers some money. We need you to demonstrate this because most Americans don't know it. Nor do they know that job creation going forward will be led by the clean economy. Jobs in solar are set to grow 450%. This is a winner on every front.

As a father, longstanding environmental advocate and now an entrepreneur based in Oakland, California with over 70 employees in a company we started on Earth Day 2008, my life has been dedicated to making meaningful change in the world. I hope we can partner with you as residents of the most famous house in America to further the cause of clean energy and climate protection.

The 40th anniversary of Earth Day is a good time to declare your commitment at a personal and family level to the future. Please let me know if we can "make the Whitehouse a hybrid" and thank you for your consideration.

Shine on!

Danny Kennedy
Cofounder and President
Sungevity

cc: Steven Chu, Secretary of Energy
Ken Salazar, Secretary of the U.S. Department of the Interior
Carol Browner, Special Adviser to the President on Climate & Energy
Cathy Zoi, Undersecretary of Energy Efficiency and Renewable Energy