

**FOR IMMEDIATE RELEASE: JULY 7<sup>th</sup>, 2016**

**Southwest Sun Solar Shows the Solar Industry How to Do Diversity**

Southwest Sun Solar boasts one of Solar's most ethnically diverse workforces

**Westminster, CA:** Southwest Sun Solar is pleased to report a company workforce that helps address the lack of diversity in the solar industry. A companywide audit shows that 40% of its employees fall under Hispanic Latino, 58% Asian/Pacific Islander and 25% Women. This comes a year after July of 2015, when the White House published an initiative to diversify the solar workforce in order to continue to enhance opportunities for all Americans, including low income and minority communities.

Since the opening of Southwest Sun Solar in 2014, Hugh Nguyen, Executive Director, has maintained a commitment to the diverse community of California. "This all started because I was interested in Solar but couldn't find any information in my Vietnamese community. Now my focus is bringing solar to not only my community but also other underrepresented ethnic groups." By maintaining this commitment, Southwest Sun Solar has continued to educate families about solar in different ethnic communities.

According to the Census, Orange County is home to a Hispanic or Latino population of 34.4% and Asian being 20.1%. Altogether this makes up more than half of Orange County's population. Southwest Sun Solar has been well equipped to work with these segments by hiring a workforce that can properly understand and service these demographics.

- The National Solar Job Census reports 11.3% Hispanic/Latino. Southwest Sun Solar has a workforce of 40% Hispanic/Latino.
- The national average for Asian/Pacific Islander is 8.7%, Southwest Sun Solar reports 58%
- Southwest Sun Solar is ahead of the gender gap with women making up 25% of the workforce surpassing the national average of 23.9% women.

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**About Southwest Sun Solar:**

Southwest Sun Solar is a solar installation company with offices all over Orange County and San Jose. Members of Southwest Sun Solar can speak English, Spanish, Chinese, Korean, Tagalog, Vietnamese, and Khmer. Visit us at [southwestsunsolar.com](http://southwestsunsolar.com) to learn more.

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