

Upsolar: [Your Slogan Here]!

Solar leader harnesses social networks to “crowdsource” its next advertising campaign



Upsolar's most recent print campaign

PARIS – February 8, 2012 – [Upsolar](#), an international provider of solar PV modules, today unveiled a public contest to create its 2012 advertising campaign. Aspiring solar evangelists are invited to present their ideas for a chance to achieve international exposure in prominent renewable energy publications and in the Upsolar booth during international tradeshows throughout the year.

Beginning February 10, interested parties can [join the Upsolar community on Facebook](#) to receive a starter kit containing guidelines on how to create a winning design – one that effectively captures the Upsolar identity while educating the global community on the benefits of clean energy. There is no cost to submit an idea and members of all communities are encouraged to participate.

“As a company committed to innovation in every aspect of our business, it makes sense to rethink the way we’re presenting ourselves and connecting with our audiences,” said Noemie Bourdin, Director of Branding and Marketing for Upsolar. “There are perhaps no better symbols of the progressive shift in our culture than renewable energy and social networking platforms; by combining the two, we can tap into creative minds from all walks of life to design a campaign that sparks conversation across the globe.”

An online vote on Facebook will determine contest finalists in early April and the Upsolar family will announce its winner in early May after a second round of voting. The grand prize winner will have the option to choose between a VIP package to the Olympic games in London, an internship with Upsolar at their Shanghai headquarters or 3000 Euro.

“Upsolar is offering a unique opportunity for designers of all backgrounds to showcase their creative visions while contributing to a more environmentally sustainable future,” said Zhe Jiang, CEO of Upsolar. “We expect our fans from across the world to generate gigawatts of bright ideas, and look forward to discovering the artists who will help us spread the message about solar power.”

For more information on the contest, please visit www.facebook.com/Upsolar, or connect with Upsolar through its social networking pages:

Like Upsolar on Facebook: www.facebook.com/Upsolar

Follow Upsolar on Twitter: [@UpsolarGroup](https://twitter.com/UpsolarGroup)

Connect with Upsolar on LinkedIn: www.linkedin.com/company/upsolar-group-co-ltd



Delivering safe solar

About Upsolar

Upsolar is a leading international solar module developer and producer, offering the solar industry's best quality/price ratio in the global PV market. With vertically integrated, diversified manufacturing platforms, as well as an R&D-supported quality control management system, Upsolar produces high quality, reliable solar modules backed by a world-class warranty, at competitive prices. Headquartered in Shanghai, Upsolar has offices throughout Asia, Europe and North America to support an international customer-base, providing on-site technical support, customer service and product development teams. For more information, visit www.upsolar.com.

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