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The Florida Green Energy Ballot Initiative and FREPA team up with Florida Million Solar Rooftops Initiative, Inc

Tallahassee- The Florida Energy Producers Association Initiative, [Florida Green Energy Initiative](#) announce that [Florida Million Solar Rooftops Initiative, Inc](#) has issued a statement of support and has joined its effort to establish renewable energy policy through a ballot initiative in Florida.

Florida Million Solar Rooftops Initiative, Inc has quickly become one of Florida's most effective renewable energy networking organizations. It is a sophisticated web site that networks to centralize information for and about Florida renewable energy. One of the key goals of the network is to increase the media and public interest that exist for Florida renewable energy. Working with other communications professionals, It will act as the defacto communications and social media command center for the Florida Green Energy Initiative.

With this new partnership, the Florida Green Energy Initiative will identify, build and maintain relationships with supporters, achieve maximum visibility on the internet and will be able to maximize social media and networking tools to reach out to its natural supporters for signed petitions and fundraising needs.

FREPA's President and Renewable Energy Initiative Chairman is very excited about its partnership with Florida Million Solar Rooftops, Inc. "He said, when asked about the budget for the ballot initiative, I've often told people that this will not be a traditional campaign and this would not require the same huge budgets of other campaigns. It will be a 21st century campaign that will not rely on old expensive means for communicating with voters, and I've admired what Jesse Roche has done with Million Solar Rooftops, Inc. Our target voters are entrepreneurs, architects, engineers, educators, young students, modern families, are educated, middle to high income and are internet savvy. Jesse understand how to reach them and now he will be helping us. Any one who spends a lot of money on direct mail in 2012 is being wasteful and not very efficient. This is beginning to look like the type campaign we want this effort to be, said Michael Dobson, Initiative Chairman".

The Florida Green Energy Initiative is a Florida renewable energy ballot referendum founded by the [Florida Renewable Energy Producers Association](#). Currently, the Renewable Energy Portfolio Standards (RPS) ballot is available at the organizations website. A second ballot question will be available soon that seeks to establish a Public Benefits Fund, which will be titled The Florida Clean Energy Fund. The initiative leaders are pleased that the support is growing and is working daily to expand its reach.