



Reading Municipal Light Department
RELIABLE POWER

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Press Release

RMLD Asks Customers to “Shred the Peak”

Reading, MA – Reading Municipal Light Department (RMLD) is expanding its *Shred the Peak* campaign from the one hour of highest peak demand each year, which typically occurs in the summer months from 2pm-7pm, to also include the one hour of highest peak demand each month. Peak demand electricity comes at a premium cost and affects all customer bills.

The success of Shred the Peak depends heavily on customer participation. RMLD customers can help Shred the Peak by taking the following steps:

1 – SIGN UP FOR SHRED THE PEAK ALERTS. Peaks are predicted based on historical trends and weather. RMLD will send out an alert via email (sign up at <http://bit.ly/shredthepeaksignup>) and on Twitter (follow RMLD [@ReadingLight](https://twitter.com/ReadingLight)) the day before a predicted event. RMLD will also post the alert on RMLD.com and send it to the local community television stations.

2 - CONSERVE DURING THE PREDICTED PEAK: Turn off lights and electronics when they're not needed, postpone using washers, dryers, dishwashers, and pool pumps until after the predicted peak window, raise the temperature setting on your air conditioner by a few degrees (from 70 to 74, for example), and cook dinner on the grill.

Please help RMLD Shred the Peak! For more information, visit <http://www.rml.com/>.

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