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Press Release

RMLD Asks Customers to "Shred the Peak"

Reading, MA – Reading Municipal Light Department (RMLD) is asking customers to help *Shred the Peak* again this year.

Peaks occur when the highest level of electricity is consumed in our region both monthly and annually. Peak electricity is expensive, affecting power supply costs and in turn, customer bills. Peaks also impact the environment because the more inefficient and environmentally impacting generators are needed in order to meet the high demand for electricity. RMLD's Shred the Peak campaign is an effort to educate customers on the impact of peaks, and to collectively reduce RMLD's electricity use during peak times.

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) the day before or day of a predicted event. RMLD will also post the alert on RMLD.com and send it to the local community television stations. Multiple Shred the Peak Alerts will be issued each month to ensure actual peaks are captured.

2 - CONSERVE DURING THE PREDICTED PEAK: Turn off lights and electronics when they're not needed and postpone using washers, dryers, dishwashers, humidifiers/dehumidifiers, and pool pumps until after the predicted peak window. In the summer, 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 https://www.rmld.com/home/pages/shred-peak.

END