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FOR IMMEDIATE RELEASE

# Press Release

## ***RMLD Invites Customers to Attend a Virtual Air Source Heat Pump Owner Panel on November 9, 2021, 7:00 pm***

**Reading, MA, October 15, 2021** – The Reading Municipal Light Department (RMLD) and its contractor, Abode Energy Management (Abode), are partnering to present a Virtual Air Source Heat Pump (ASHP) Owner Panel to RMLD customers on Tuesday, November 9, 2021 at 7:00 pm. The goal of this virtual event is to increase awareness of ASHPs and their benefits. The event is free, but those interested in attending are asked to register.

An Air Source Heat Pump (ASHP) is an efficient HVAC system powered by electricity that provides all-in-one heating and cooling. ASHPs offer many advantages over traditional oil, propane, and electric resistance systems including cost savings, improved efficiency, and reduced carbon emissions.

The virtual event will kick off with a brief explanation of how ASHPs work, their benefits, and available RMLD rebates. This will be followed by an owner panel of RMLD customers who have installed an Air Source Heat Pump. Panelists will share their first-hand experiences with installing and owning an ASHP, and attendees may submit questions to the panel to be answered live. The session will be recorded and posted on RMLD's website for those unable to attend.

Increasing the adoption of ASHPs is an important component in RMLD's ongoing electrification efforts as part of the RMLD's and the Commonwealth's goals to decarbonize.

In 2020, RMLD upgraded its ASHP rebate program to be more financially beneficial to customers. Abode was contracted by the RMLD in 2020 to provide technical and educational assistance to customers and contractors throughout the purchasing and installation process.

To learn more and register, visit <https://www.rml.com/home/news/virtual-ashp-owner-panel>.

Customers who are interested in a more in-depth explanation of ASHPs are encouraged to watch the recording of the ASHP 101 webinar that RMLD and Abode held in March 2021 at <https://www.rml.com/home/pages/ashp-guide>.

**About RMLD:** Established in 1894, Reading Municipal Light Department (RMLD) is a municipal electric utility serving over 70,000 residents in the towns of Reading, North Reading, Wilmington, and Lynnfield Center. RMLD has over 30,000 meter connections within its service territory.

**About Abode:** Abode Energy Management is a boutique energy consulting firm driving efficiency improvements for New England's built environment. We are passionate about helping our industry grow through a training-based, collaborative approach. Our collective experience in building performance, renewables, clean energy financing, utility program implementation, community engagement, and workforce development form the foundation that enables us to deliver data-driven results for our partners, clients, and their customers.

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