



White River Valley Electric Cooperative: News Release

Contact:

Cassie Cunningham, CCC – Manager of Communications & Member Engagement

O: (417) 335-9231, C: (417) 849-1148

ccunningham@whiteriver.org

For immediate release: PEAK ALERT!!

White River Valley Electric Cooperative issues peak alert in extreme weather conditions

Branson, Missouri – White River Valley Electric Cooperative has issued a peak alert [effective immediately] through Wednesday, February 17. Members are asked to reduce the use of electricity during the peak hours 6-10 a.m. and 4-8 p.m. Electric providers across the Midwest are seeing an unprecedented demand on the power grid due to extreme weather conditions and skyrocketing natural gas prices.

WRVEC members can also implement several other practices to reduce the amount of electricity used during extended arctic temperatures.

- Turn and keep thermostat down 2-3 degrees.
- Minimize the use of major appliances at the same time.
- Use space heaters sparingly.
- Seal around drafty doors and windows
- Change furnace filters.
- Turn down thermostats on electric water heaters.
- Turn off lights & unplug small appliances not in use.

“Implementing efficiency measures and shifting electricity use outside of peak times helps to minimize the demand on the power grid and significantly lower the effect on a member’s bill,” reports CEO Chris Hamon.

Members are encouraged to access the [SmartHub](#) application to monitor their energy use. Helpful information can also be found at whiteriver.org, by following social media channels, or calling directly at (417)335-9335.

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[White River Valley Electric Cooperative](#) is a [Touchstone Energy Cooperative](#) dedicated to ensuring our members receive safe and reliable service in their homes and businesses across five southwest Missouri counties including Ozark, Taney, Stone, Christian and Douglas.