



White River Valley Electric Cooperative News Release

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For immediate release:

Rural electric co-op members asked to conserve electricity

Branson, Missouri – Due to persistent extreme cold, members of White River Valley Electric Cooperative have been asked to safely conserve electricity as the three-tiered system of electric cooperatives continues to do everything possible to meet members' energy needs.

Associated Electric Cooperative, the power supplier for six regional transmission cooperatives and 51 distribution cooperatives, including White River Valley Electric Cooperative, notified member systems that energy supplies are tight and that member systems can help make a difference by conserving energy from 6 a.m.-10 a.m. and 4 p.m. to 8 p.m., now through December 25, when peak energy use occurs.

The conservation appeal was triggered by multiple days of extremely cold temperatures and weather forecasts that show an ongoing similar weather pattern. During the severe winter storm in February 2021, members made a difference by conserving energy to help the system through that energy peak event, and the system served by Associated experienced no service interruptions.

Members can help conserve energy from 2 p.m. to 8 p.m. by:

White River Valley Electric Cooperative
A Touchstone Energy® Cooperative

PEAK ALERT

Follow these tips to lower demand and the effect on your bill:

- Turn, and keep your thermostat down 2-3%
- 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

WRVEC asks our members to reduce energy consumption between the hours of 6-10 a.m. and 4-8 p.m.

- Lowering their thermostats a few degrees. For example, if a normal setting for a member's home is 75 degrees, lower it to 72 degrees.
- Limit the use of large appliances.
- Unplug devices that are not in use.
- Turn off unnecessary lights.

We ask consumer-members to safely conserve electricity as we work through this weather event. The employees of White River Valley Electric Cooperative and Associated Electric Cooperative continue to do everything possible to ensure safe and reliable power for members.

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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.