



HOLDEN MUNICIPAL LIGHT DEPARTMENT
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Press Release

HMLD “Shave the Peak” Educational Events to be held in July

Holden, MA – Holden Municipal Light Department (HMLD) is introducing its *Shave the Peak* campaign to educate customers about the impact of peak demand on HMLD’s future costs and in turn, customer’s electric bills. Peak demand is the one hour during the year where the highest level of electricity is consumed in the New England Region. By reducing the level of electricity consumed during the peak demand hour, HMLD’s wholesale costs for transmission and capacity will be reduced, helping to keep HMLD electric bills low.

As part of its *Shave the Peak* campaign HMLD will hold an educational session for HMLD customers at the Holden Senior Center on July 9, 2019 at 12:30 pm and the Gale Free Library on July 16, 2019 at 6:00pm. Light refreshments will be served, and each attendee will receive a complimentary LED light bulb. Please join us and help HMLD *Shave the Peak*.

The success of the *Shave the Peak* initiative depends on customer participation. HMLD customers can help *Shave the Peak* by taking the following steps:

- **GET NOTIFIED** when peak demand is predicted. Sign up for email alerts at <https://www.holdenma.gov/light-department/webforms/shave-the-peak> . When peak demand is predicted, we’ll email customers. Peak demand typically occurs on a hot weekday afternoon in July or August between the hours of 2pm to 7pm. Peak demand will be predicted multiple times during the summer to ensure the actual peak is captured.
- **CONSERVE** during the predicted peak. Turn off lights and electronics when they’re not needed, postpone using appliance such as washers, dryers, and dishwashers, shut off pool pumps for a few hours, 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 HMLD *Shave the Peak*! For more information visit <https://www.holdenma.gov/light-department/pages/energy-conservation>