



TVA and CENTRAL ELECTRIC POWER ASSOCIATION MEDIA ADVISORY

Public Power Team Working to Keep Consumers Warm

Extended periods of extremely cold temperatures significantly increase the demand for electricity. Central Electric Power Association, together with TVA, is proactively taking steps to reduce energy consumption by asking our members to take small practical steps that can have a big impact on our ability to meet the demand for electricity. We ask that all consumers voluntarily reduce their use of all non-essential electricity beginning Thursday, February 20, 2025, at 6:00 a.m. and continue until temperatures moderate.

Residents can help reduce their future power bills – and help ensure continued reliable power for the area – by taking a few simple actions:

- Turning thermostats down just a degree or two makes a big difference. For every degree below 68 degrees, the savings could be as much as three percent of your future power bills. CENTRAL EPA is taking its own advice and has lowered the thermostats in its own facilities.
- Delay using large appliances like dishwashers, washing machines and electric dryers during peak demand periods – typically between 6 and 9 o'clock in the evening and morning hours.
- If the weather is sunny, open your window coverings on the sunny side of the house to let nature's heat help keep you comfortable. Keep the window coverings closed on shaded sides to help add insulation to keep the heat indoors.

During temperature extremes, don't forget to check on relatives, friends and neighbors to ensure their safety. Pets and livestock will also need a helping hand to remain safe.

For any questions, please contact your local Central Electric Power Association office.

- **Carthage** – 601-267-5671
- **Philadelphia** – 601-656-2601
- **Rankin** – 601-829-1201
- **Sebastopol** – 601-625-7422

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