



## NEWS RELEASE

For Immediate Release:

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### **Power Alert: Consumers asked to Conserve Energy Use by Southwest Power Pool Due to Extreme Cold Temperatures**

Due to the current widespread and extreme cold weather conditions, the Southwest Power Pool (SPP) is requesting the region's consumers to conserve energy to help reduce the demands on the power grid. SPP is a regional transmission organization that oversees the bulk electric grid and wholesale power market in the central United States on behalf of a diverse group of utilities and transmission companies in 17 states. East River Electric Power Cooperative is a transmission owner in SPP and Basin Electric Power Cooperative is an SPP market participant. East River Electric's membership includes 24 distribution electric cooperatives and one municipal electric system in eastern South Dakota and western Minnesota.

East River's membership and other market participants throughout the SPP region have been called upon by SPP to conserve energy beginning at midnight central time on Monday, Feb. 15 for 48 hours to mitigate the risk of widespread and extended outages throughout our region. All electric cooperative consumers in our region are affected by this event.

Tips to conserve energy include turning your thermostat down a few degrees, delaying the use of large appliances and turning off unnecessary lights. Please contact your local electric cooperative for additional ways to conserve energy.

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*East River Electric Power Cooperative, with a main campus located in Madison, S.D., is a wholesale electric power supply cooperative serving 24 rural electric cooperatives and one municipally-owned electric system, which in turn serve more than 250,000 homes and businesses. The cooperative's 42,000 square mile service area covers the rural areas of 41 counties in eastern South Dakota and 22 counties in western Minnesota. This institution is an equal opportunity provider and employer.*