



FOR IMMEDIATE RELEASE

BRUNSWICK ELECTRIC MEMBERSHIP CORPORATION

Media Contact:  
Corey Thurlow

910.754.4391

[corey.thurlow@bemc.org](mailto:corey.thurlow@bemc.org)

### **BEMC TO LAUNCH MEMBER-FOCUSED PEAK DEMAND INITIATIVE IN DECEMBER**

**Supply, N.C. (October 9, 2020)** - Brunswick Electric Membership Corporation (BEMC) will begin a new demand reduction initiative, Beat the Peak, in December. The objective of Beat the Peak is to level off peaks in energy usage that occur during the times of highest demand, therefore reducing wholesale power costs.

“We’ll be asking members to collectively reduce energy usage for a short period of time,” said CEO Josh Winslow. “There is strength in numbers, and by working together to lower demand during these times we can reduce the rate we pay for wholesale power, keeping everyone’s electric bill as low as possible.”

Beginning in December, BEMC members will be notified by text and/or email when extreme temperatures—like cold winter mornings or hot summer afternoons—are in the forecast. These “peak” energy periods create greater demand for electricity that drive up energy costs. Beat the Peak alerts encourage members to adjust their thermostats in real time and to shift when they use large appliances, reducing the overall demand for power. This allows the cooperative to better manage costs, saving money for everyone. Members that wish not to participate in the alert program will have a simple opt-out option.

“The more participation we have, the greater the benefit to the entire membership,” said Winslow.

“We’d like to thank our members in advance for participating, and ask that they call (800) 842-5871 to update their email address and cell phone number. Thanks again.”

Beat the Peak alerts will also be posted on social media. More information is available at [bemc.org/beat-peak](http://bemc.org/beat-peak) and by calling (800) 842-5871.

###

***BEMC is a locally owned and operated not-for-profit corporation. It is the second largest electric cooperative in North Carolina and serves more than 98,000 meter locations in Brunswick, Columbus, and parts of Bladen and Robeson counties. Founded in 1939, BEMC has a longstanding commitment to the communities it serves, providing support for a wide variety of activities that contribute to the quality of life for all citizens.***