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AUTOMATED OUTAGE REPORTING
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PICKENS
 P.O. Box 277
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 Pickens, SC 29671

OCONEE
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 Highway 123
 Westminster, SC 29693

MISSION STATEMENT
 Blue Ridge Electric Cooperative will operate as a competitive provider of energy services and a partner with local communities, with a focus on safety, service and integrity.

BOARD OF DIRECTORS
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This organization is an
 equal-opportunity provider.



A Touchstone Energy® Cooperative



Continuing our spirit of giving

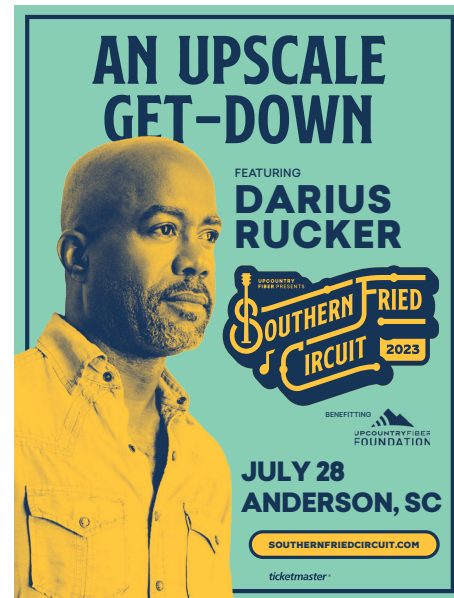
PHILANTHROPY HAS LONG been an important part of the culture of Blue Ridge Electric Cooperative. Before

there was any type of planned event, the co-op was active in assisting schools, churches, young people and any number of organizations that were raising funds for a needed purpose. Our employees spent many weekends supporting organized fundraisers by volunteering their time to raise money for many good causes—all under the umbrella of charitable giving.

Then in 1998, Blue Ridge launched its first event to support a given list of charities through an initiative sponsored by cooperative employees at the Pickens location. As I write now, I know many of you came and enjoyed those Friday night entertainers at Blue Ridge Fest. With a car show, plenty of food and great music and dancing from a past era, Blue Ridge Fest was a hit. In the 24 years it was held, tens of thousands of people attended, hundreds of corporate sponsors gave and more than 80 charities were awarded donations totaling \$3,000,000.

The COVID-19 pandemic impacted many things we did. The crowd at Blue Ridge Fest had become so large that gathering in our usual location was not safe. Changes had to be made, but one thing was certain—Blue Ridge Electric Cooperative was still dedicated to the population that needed assistance in the Upstate.

When a partnership was formed with West Carolina Telephone Company to bring fiber to our members, their CEO, Jeff Wilson, and I began talking about the possibility of a foundation that could raise money for needs in our communities. That idea became a reality with the formation of the Upcountry Fiber Foundation. The foundation has a



governing board and accepts applications for funding from non-profit organizations and other entities that qualify for financial assistance.

Initial funding for the foundation has come from several golf tournaments and a tremendous show of support from sponsors. This month, Darius Rucker will appear on stage for the first annual Southern Fried Circuit charity concert benefiting the Upcountry Fiber Foundation. The event is being held at the William A. Floyd Amphitheater at the Anderson Civic Center on Friday, July 28. Tickets are still available at Ticketmaster.

My hope is that you will join us for a night of great music in support of our ongoing quest to help local organizations that can have an immediate and direct impact on people right here at home.

JIM LOVINGGOOD
 President and CEO

Sign up and help us serve you

OVER THE YEARS, we have become increasingly dependent on electricity to function in our daily lives. Our homes now have more devices and equipment that need electricity to operate than ever before. Our goal at Blue Ridge Electric Cooperative is to deliver power to your home 24/7, regardless of market conditions or other circumstances.

Just as power use fluctuates at your home, power use for the cooperative fluctuates based on consumer demand. We must be able to meet the energy needs of all our members during the times of highest use. These “peak hours” are typically in the morning as people start their day and in the evening as people return home.

Electric utilities, including Blue Ridge Electric, typically pay more during these “energy rush hours.” However, if everyone makes just a small change in their usage pattern, it can have a big impact on power costs. That’s why we encourage you to use energy during non-peak, less costly periods through our Beat The Peak program.

It’s simple to participate. Members receive alerts letting them know when a peak is on the way. In the summer, these



Energy Smart Solutions for a Bright Future

peaks usually occur between 4 and 7 p.m. on the hottest days. That’s when people come home, crank up the AC, fix dinner and do laundry and dishes. Simply delaying these tasks for a few hours helps to reduce power costs. Since power costs impact rates, these actions to reduce energy use during peak demand times help keep rates stable.

Sign up for an easy way to help keep electricity affordable at **beatthepeak.com**. You will receive a peak alert notification by phone, text and/or email and can make small changes in your habits that will truly make a difference.

Visit **blueridge.coop** to learn more about Beat The Peak and other energy savings programs.

A Cool Deal on a Smart Thermostat!

Blue Ridge Electric’s **Smart Thermostat Program** offers members the opportunity to purchase an **Ecobee 3** or **Ecobee 4** smart thermostat at a discounted rate. As a participant, the member will allow the cooperative to control the thermostat during peak periods.

Receive a discount on a smart thermostat...

Ecobee 3: \$85 *Retail Price: \$149*

Ecobee 4: \$145 (w/Alexa) *Retail Price: \$249*

Installation fees: \$50 for 1 thermostat; \$25 for each additional

... and help your co-op with power costs.

** Member reimbursed after 36 months*



 ecobee

*For additional information or questions, visit **blueridge.coop**, or call **800-240-3400** and speak with an energy expert.*

