

Join In



**BEAT**  
**THE**  
**PEAK**

Save Together

When the weather is extremely hot, the demand for electricity **PEAKS** because of the increased use of air conditioners combined with other household appliances.

**Beat the Peak** is a voluntary program to conserve energy usage during **peak** demand times – **3 p.m. to 7 p.m.** – when the cost of electricity is much higher compared to times of normal demand.

By limiting your usage during these **peak** high-priced energy periods, **SEC** can reduce its total power costs... and minimize increases in our energy charge to you!

Look for special alerts on social media and the SEC website.  
[www.sec.coop/BeatThePeak](http://www.sec.coop/BeatThePeak)