

# What Would You Do With \$70?



*...at a friend, go out to dinner, take it over to a friend, read up with it some books...*

**BEAT** the  
**PEAK**


*...at a friend, go out to dinner, take it over to a friend, read up with it some books...*

A program sponsored by Greenville Utilities

# BEAT the PEAK

*buy your honey some flowers, pick up your... take a pottery class, buy back your big sister, put it in your...*

GUC began Beat-the-Peak in 1978 to lower our community's cost of power. By reducing peaks, which occur when all of our customers use the greatest amount of electricity, we can hold down the cost of wholesale power we purchase.



*buy bank, buy lunch everyday for a week, go to the flea market, buy play-off tickets, go to the arcade, get a manicure, adopt a pet, buy...*

# See the Savings!

If you participate in the Beat-the-Peak summer program you will receive a credit on your utility bill during July, August, September and October. Summer credits can total \$40 annually—\$20 for the hot water heater control and \$20 for the central air conditioning control.

If you participate in the Beat-the-Peak winter program you will receive a credit on your utility bill during January, February and March. Winter credits total \$30 annually—for electric furnace control or heat pump strip control.

Add summer and winter credits and save up to \$70 each year!

# Here's How!

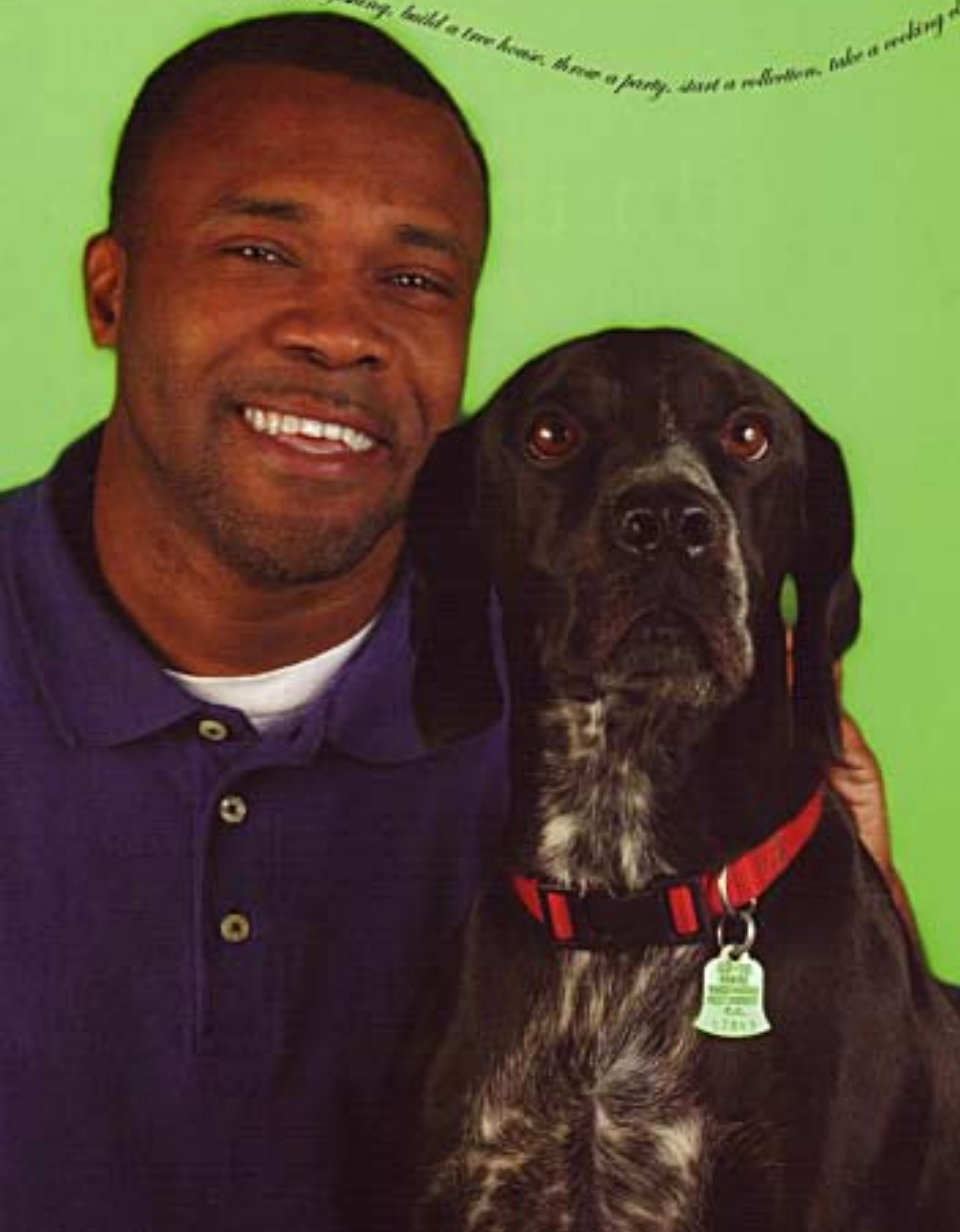
*try a new hairstyle, buy a*

To qualify you must be a residential customer of Greenville Utilities, and have an electric water heater (30-gallon capacity or greater) and/or a central air conditioning unit or heat pump (1.5 tons or greater) and/or an electric furnace. If you live in an apartment or

duplex, you are still eligible, but you must either own the property or have permission of the owner.

We'll be glad to answer any questions you may have. Just call the Electric Department at 551-1583 for further information.

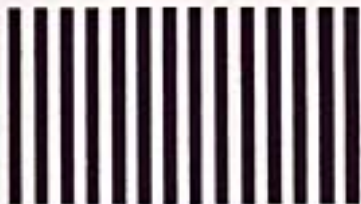
*visit an old friend, go deep sea fishing, build a tree house, throw a party, start a collection, take a cooking cl*





To join Beat-the-Peak all you have to do is fill out the card below, detach it and return it to your Customer Service Representative, or drop it in the mail. A Beat-the-Peak Representative will contact you as soon as possible.

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 536 GREENVILLE, NC

POSTAGE WILL BE PAID BY ADDRESSEE

**BEAT<sup>the</sup>  
PEAK**

Greenville Utilities Commission  
P.O. Box 1847  
Greenville, NC 27835-1847



# I want to join and Save!

Please circle your answers.

Do you have an electric hot water heater?      Yes      No

Do you have central air conditioning?      Yes      No

Do you have an electric furnace?      Yes      No

Do you have an electric heat pump?      Yes      No

Name: \_\_\_\_\_

Account #: \_\_\_\_\_

Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

# It's Sooo Easy!

The program works like this. Special switches are attached to electric hot water heaters, central air conditioning units/heat pumps, and/or electric furnaces—the biggest energy users in the home. A radio signal sent out from our Dispatch Center shuts off power to these appliances for short periods of time during our peak load.

The appliances are cycled off in such a way that there is little chance of your being inconvenienced. You can still stay warm in the winter and cool in the summer while you save up to \$70 a year. By installing thousands of these special switches (at no cost to the customer) we can lower our community's power bill.



# It's Up to You!

If you have an electric water heater, central air conditioning unit or heat pump, you can save up to \$70 a year by helping us Beat the Peak. Thousands of Greenville Utilities' customers—probably many of your friends and neighbors—are already participating in the program.



*Paint your kitchen, go shopping, take the kids to a movie, surprise a friend with a gift, get that new car, take a drive.*

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*donate it to your favorite charity. by order received, please*