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**PSA**

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## **Discover the Future of Energy at LPEA's Beneficial Electrification Open House**

*Members Invited to Explore Innovations and Gain Insights*

DURANGO, Colo. – La Plata Electric Association (LPEA) invites members to an electrifying event focused on beneficial electrification (BE), on Tuesday, July 30, 2024, at the cooperative's Durango headquarters. BE represents a revolutionary shift towards using electricity for tasks traditionally reliant on fossil fuels, like heating, transportation, and industrial processes. By embracing BE, LPEA is committed to cutting greenhouse gas emissions, boosting energy efficiency, and delivering cost savings to members. Join us to explore how BE enhances user experiences and benefits the grid—all while paving the way for a cleaner, more sustainable future.

The BE Open House will be an interactive showcase of cutting-edge technologies and discussions about the future of the grid. This new event aims to showcase the future of energy through innovative technologies and sustainable practices.

The event will feature a dynamic, science fair-style set-up where attendees can freely explore various displays and booths staffed by LPEA experts available to answer questions. Topics covered will include heat pumps, heat pump water heaters (HPWH), induction cooktops, smart thermostats, outdoor power equipment, battery storage, energy monitors, and electric vehicles (EVs).

This event offers two sessions for members to choose from: 12:00-1:30 pm and 5:00-6:30 pm. Presentations at 12:30 pm and 5:30 pm will address key questions like:

- What is Beneficial Electrification (BE)?
- How will BE impact the grid, and what is LPEA doing to prepare?

"This event is a good opportunity for our members to learn firsthand about the benefits of electrification and its role in shaping a sustainable energy future," said Jon Kenny, Energy Management Technical Specialist at LPEA. "We're excited to showcase technologies that not only enhance efficiency but also contribute to a cleaner, more sustainable energy landscape."

The event is open to all community members with free admission and light refreshments provided. Engage directly with LPEA representatives to discover how you can be a part of this energy revolution.

For more information and event updates, please contact Jon Kenney at (970) 749-8002 or [jkenney@lpea.coop](mailto:jkenney@lpea.coop).

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