



FOR IMMEDIATE RELEASE

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Local Electricity Provider, MCE, Offers Tips from “Emotional Outlets” with Launch of 4-9 Campaign

Residents and Businesses Encouraged to Shift Energy Use, Save Money

SAN RAFAEL and CONCORD, Calif. — Electricity costs up to 20% more between 4-9 p.m. To help residents and businesses save costs and reduce energy use, MCE is launching a new campaign as we head into the hotter summer months.

MCE’s digital campaign “Emotional Outlets” shares playful tips to help community members save money and reduce their use from 4-9 p.m. During these peak energy use hours, electricity is most expensive and more fossil fuels are used to provide electricity across California.

“Transitioning our grid to renewable power, specifically solar, means we have an abundance of cleaner power available during the day,” said Jamie Tuckey, MCE’s Chief of Staff. “That’s why we’re encouraging folks to shift their energy use to the morning or early afternoon when energy costs less and is powered by greener sources.”

The campaign builds upon MCE’s timely 4-9 p.m. campaign in 2022, which launched before the historic ten-day emergency heat event that strained the state’s grid.

The campaign is live now on TV, radio, social media, and other digital platforms.

Save money on electric bills and use cleaner energy:

- Pre-cool your home or business before 4 p.m. when rates are cheapest.
- Run washers, dryers, and dishwashers during the day or after 9 p.m.
- Use the MCE Sync app to automate electric vehicle charging when energy is least expensive, and the cleanest energy is on the grid.

For details about MCE’s 4-9 campaign, visit mce4-9.org.

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About MCE: MCE is a not-for-profit public agency and the preferred electricity provider for more than 580,000 customer accounts and 1.5 million residents and businesses across Contra Costa, Marin, Napa, and Solano counties. Setting the standard for clean energy in California since 2010, MCE leads with 100% renewable power at stable rates, delivering a 1200 MW peak load and significantly reducing greenhouse emissions and reinvesting millions in local programs. For more information about MCE, visit mceCleanEnergy.org, or follow us on your preferred social platform @mceCleanEnergy.