



**People's Energy Cooperative**

Your Touchstone Energy® Cooperative 

## Immediate NEWS RELEASE

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### **Electrify Rochester Expo - Home & Vehicle Show Returns**

**ORONOCO, MN, June 27, 2024** — Are you looking for electrified or sustainable solutions for your home, vehicle, or business? Do you like to learn about new technology related to beneficial electrification? People's Energy Cooperative invites you to join us at the second annual Electrify Rochester Expo presented in partnership with Rochester Electric Vehicles.

**Location:** Crawford Hall at Graham Park  
**Address:** 35 Fairgrounds Ave SE  
Rochester, MN 55904  
**Date:** July 6, 2024  
**Event Time:** 8:00 am – 2:00 pm  
**Entry:** Free

**ELECTRIFY ⚡ ROCHESTER  
EXPO 2024**

All at one location, attendees can talk with an individual who has been through the electrification and efficiency journey, talk with an expert about the technology, and/or connect with a SE Minnesota vendor that can make their desired electrification project or vehicle a reality. Attendees can expect to learn about local energy programs, electric vehicles and home charging, electric bikes, heating your home and water using all-electric heat pump technology, powering your home with solar power, battery powered outdoor tools, insulation and air sealing improvements, taking advantage of available incentives, and more.

#### **About People's Energy Cooperative**

People's Energy Cooperative is a member-owned electric cooperative celebrating over 85 years of delivering retail electric power to its 20,000 consumer-members in Olmsted, Dodge, Fillmore, Mower, Wabasha, and Winona Counties. People's Energy Cooperative is a Touchstone Energy® cooperative and a member-owner in the Dairyland Power system of electric cooperatives that generates and transmits reliable electric power in 62 counties of four states (Wisconsin, Minnesota, Iowa and Illinois). People's is an equal opportunity provider, employer, and lender.

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