



Media Contact:
Amanda Anderson
Strategic Communications Officer
T: (970) 903-7610
E: aanderson@lpea.coop

MEDIA ADVISORY

LPEA's Beneficial Electrification Open House Returns for a Second Year on July 15

The event showcases how electricity is transforming homes, transportation, and the grid

Durango, CO – (July 2, 2025) – Following the success of last year's event, La Plata Electric Association (LPEA) invites members to a second Beneficial Electrification (BE) Open House on Tuesday, July 15, 2025, at the cooperative's Durango headquarters, with two opportunities to attend: midday or evening. Light refreshments will be provided, and raffle prizes will be drawn during each session.

What:

LPEA invites members to attend the 2025 *Beneficial Electrification (BE) Open House*, an interactive, family-friendly event at LPEA's Durango headquarters. The open-house offers a hands-on, science fair-style experience where attendees can explore how electricity is powering a cleaner, more efficient future.

Beneficial electrification (BE) refers to the transition from fossil fuels to electricity for everyday energy needs—like heating, transportation, and cooking. By embracing BE, LPEA is working to lower greenhouse gas emissions, boost energy efficiency, support grid resilience, and reduce costs for its members. This year's event will take place in the newly created Beneficial Electrification room at LPEA where guests can learn about new electrification products, projects and programs.

Event Highlights:

Guests can explore booths and displays featuring:

- Heat Pumps & Heat Pump Water Heaters (HPWH)
- Induction Cooktops & Smart Thermostats
- Electric Vehicles & Outdoor Electric Tools
- Battery Storage & Energy Monitoring Tools

LPEA experts will be available to answer questions and offer guidance on rebates, installation tips, and how these technologies can fit into your lifestyle and budget.

When:

Tuesday, July 15, 2025

- 12:00 PM – 2:00 PM
- 5:00 PM – 6:30 PM

Where:

LPEA Durango Headquarters
45 Stewart St.
Durango, CO 81303

Why Cover This?

This event offers media an opportunity to:

- Capture visuals of cutting-edge electric tech in action
- Interview local experts and residents about energy trends

- Highlight a growing local effort to address climate change and energy resilience

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About LPEA

LPEA is a member-owned, not-for-profit, electric distribution cooperative serving La Plata and Archuleta counties, with segments of Hinsdale, Mineral, and San Juan counties. LPEA is the fifth largest cooperative of 22 in Colorado, and aims to provide safe, reliable electricity at the lowest reasonable cost to its approximately 37,300 members. For additional information, contact LPEA at (970) 247-5786 or visit lpea.coop.