



## News Release

FOR IMMEDIATE RELEASE

### **GEUS Gears Up for Extreme Cold Front** **Proactive Measures, Preparedness, and Community Support in Focus**



**GEUS' objective is to consistently ready itself for worst-case scenarios to make every effort to maintain reliable service to the community.**

**GEUS is dedicated to addressing and promptly responding to any challenges that arise.**

**GEUS General Manager, Alicia Hooks**

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**Greenville, TX January 12, 2024**-GEUS is actively monitoring the imminent arrival of an extreme cold front in our vicinity, and it's important to note that preparations for such weather conditions were put in motion well in advance.

Proactive and well-established measures, including tree trimming and the thorough maintenance and weatherization of GEUS' system and equipment, have already been executed.

GEUS General Manager Alicia Hooks stated, "GEUS' objective is to consistently ready itself for worst-case scenarios to make every effort to maintain reliable service to the community. GEUS is dedicated to addressing and promptly responding to any challenges that arise."

In anticipation of potential requirements, both employees and equipment are on standby and fully prepared for deployment.

Ensuring seamless communication, GEUS has robust systems in place to receive real-time updates from the Electric Reliability Council of Texas (ERCOT) and other key agencies. GEUS will promptly relay information to customers through multiple channels, including GEUS' social media platforms and the official website, [geus.org](http://geus.org) in the event of any major developments.

GEUS is proud to have local, community-owned electric generation that can help Greenville and all Texans get through these challenging weather conditions.

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In 1891, GEUS became the first municipally owned electric utility in Texas. More than a century later, in 2001, it also became the first municipally owned cable television and high-speed internet operation in the state. GEUS provides these services to over 30,000 consumer-owners in the Greenville, Texas area, which is about 50 miles east of Dallas. One of the unique aspects of GEUS is that it is governed by an autonomous board of trustees appointed by the Greenville City Council. This structure was made possible by the Texas Legislature in 1989. To learn more about GEUS' 130+ years of public power history or the services it offers, please visit its website at [www.geus.org](http://www.geus.org)