



NEWS RELEASE

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Mid South Helps Those In Need This Summer

With record heat predicted this summer season, Mid South Synergy is pleased to announce its initial summer distribution of funds through its Operation Round Up Program. Through cooperation with the Brazos Valley Community Action Agency (BVCAA), Mid South presented a check for \$2,000 to assist Mid South members who are clients of the agency. "Programs like Operation Round Up are what communities and cooperatives are all about", said Mid South's general manager Kerry Kelton. "A few cents from each member by having their electric bill rounded up adds up to a significant amount of assistance for those other members that need help. "Its only nickels and dimes, but with everyone pitching in-----it adds up fast. Mid South Synergy members participating in the Operation Round Up program, contribute an average of only about \$6 per year." Said Mid South's Dianne Sechelski, Chief Member Service Officer. A few cents from each member adds up to a significant amount of assistance for those members that need help.

“We appreciate what these agencies do for our members and community each day. With members helping members through Operation Round Up, these local agencies make sure the funds get to the folks that really need the help. Working with these local agencies have made fund distribution more effective”, adds Sechelski.

As an organization with local ties to the community with a commitment some 60 years strong, it’s the right thing for Mid South Synergy to do.

Mid South Synergy has been a participant in Operation Round Up since 2003. Operation Roundup is a program in which members of Mid South Synergy “round up” their monthly electric bill to the nearest dollar amount to provide funding for local community and charitable organizations in our service area that redistribute to Mid South members that are in need of help in paying their monthly electric bill. As this program grows with greater interest, Mid South will continue to inform its members on how much is being collected and where funds are distributed keeping in mind individual privacy.

“Through the generosity of our members and cooperation from the local agencies we are optimistic in our approach to help those that are truly in need. It is our intention to help alleviate sometimes-unforeseen impacts the rising costs of living have on our members. Through Operation Round-Up, those members will have a better chance of getting over obstacles that have had negative affects on their monthly budgets.” Said Mid South Marketing Coordinator Jeff Murski.

For more information on this program, please contact the Mid South Synergy

Member Services department at 936.825.5100 or visit our website

www.midsouthsynergy.com

Mid South Synergy is a Touchstone Energy electric cooperative serving just under 17,000 members in Grimes, Brazos, Madison, Walker, Montgomery and Waller Counties. Please visit our website at www.midsouthsynergy.com

Touchstone Energy is a national alliance of local, consumer-owned electric cooperatives providing high standards of service to customers large and small. More than 640 Touchstone Energy cooperatives in 46 states are delivering energy and energy solutions to approximately 22 million customers every day. Touchstone Energy cooperatives serve their members with integrity, accountability, innovation and longstanding commitment to communities.