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Press Release

MG&E Holiday Discount Turns 50

A half-century later, customers can still count on help with the celebration.

Middleborough, November 12, 2009: Middleborough Gas & Electric Department's residential customers can count on a comforting holiday tradition again this year with the November 10th vote by the Board of Commissioners to include a holiday discount in December bills. The vote marks the 50th anniversary of this endearing and rare action and Commissioners took a break during the meeting to celebrate, slicing cake surrounded by LED¹ holiday lights and festooned with mini lampposts.



Public Communications Manager Sandy Richter reminded residential customers to take advantage of the extra discount – **10% for both gas and electric energy charges *already calculated in the bill*** – by paying their bills in full by the “Payment Due By” Date. Customers reviewing the math will see that Purchased Power and Gas Adjustment charges are not discounted. “But if you pay the total amount due by the date on the bill, you’ll be getting double the discount next month,” says Richter. “That’s gift wrapping for most of our electric customers. And for our natural gas customers, it could add up to a great dessert and beverages after the feast.”

50 years ... the Test of Time:

December, 1959 ... the Department gives a “Christmas Bonus Credit” to all residential customers, an unusual act that was noted in a number of newspapers across the country. Other notable events:

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- Mack the Knife topped the song charts for Bobby Darren
- Alaska and Hawaii joined the United States
- The Sound of Music was a hit on Broadway and Twilight Zone premiered on TV
- Mattel's Barbie© doll was "born" and the Etch A Sketch was invented
- The microchip was first tested and Xerox launched the first commercial copier

The Middleborough Gas & Electric Department is a public utility, owned by the town of Middleborough and serving over 4,000 natural gas customers in Middleborough and over 14,500 electric customers in Middleborough and neighboring Lakeville.

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ⁱ LED ... Light Emitting Diode – advanced technology for Holiday lights, uses less than 5 watts per string compared to 25 watts and more for mini-lights. Other light-saving ideas are available in MG&E's Holiday Lighting brochure.