

## **Time-of-Use Customer Choice Comes to Electricity Rates on November 1**

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### **Time-of-Use Customer Choice Comes to Electricity Rates on November 1** *Customers Can Choose between Time-of-Use and Tiered Pricing*

**Huntsville, ON, October 16, 2020** – Lakeland Power Distribution Ltd. is pleased to announce the launch of Time-of-Use (TOU) Customer Choice. Residential and small business customers currently on Time-of-Use pricing will have the opportunity to remain with this pricing, or switch to Tiered pricing.

“We’re pleased to be able to make this choice available to our customers,” said Chris Litschko, CEO, Lakeland Power. “Every customer uses electricity differently and these price structures allow customers to choose the pricing that best suits their lifestyle and electricity usage.”

For Time-of-Use pricing, the price customers pay for electricity depends on when they use it. Under Tiered pricing, customers can use a certain amount of electricity each month at a lower price, and once that limit is exceeded, a higher price applies.

Information on the two price structures and tools that can help decide which structure best suits the customer’s electricity usage pattern are available through the Ontario Energy Board’s website [OEB/Choice](#).

Those customers who wish to switch from TOU to Tiered prices can complete a Regulated Price Plan Election form on our website [lakelandpower.on.ca](http://lakelandpower.on.ca) or contact us at 705-789-5442.

Regardless of which price plan customers choose, they are still eligible for government programs like the Ontario Electricity Rebate and the Ontario Electricity Support Program.

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#### **For further information, contact:**

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**About Lakeland Power** - Along with Bracebridge Generation and Lakeland Energy/ Networks/Interactive North, Lakeland Power is one of the three subsidiaries of Lakeland Holding Ltd. Our company distributes electricity to customers in Bracebridge, Burk’s Falls, Huntsville, Magnetawan, Parry Sound and Sundridge. Our priorities are safety, customer service and reliability.