



Connect with us and get rewards!

Spring is here, and summer is just around the corner. If you have a smart thermostat, consider joining MGE Connect® and help manage our collective energy use through the 2025 summer cooling season! Eligible MGE electric customers with compatible smart thermostats can sign up today and receive a \$25 digital gift card upon acceptance into the program plus up to \$25 in annual rewards.

Visit mge.com/mgeconnect and request to enroll!

How does it work?

Electric use peaks during stretches of hot, humid days when air conditioners run in a majority of homes and businesses. These peaks put pressure on utilities to generate and distribute enough electricity to everyone who needs it.

MGE Connect helps customers manage their energy use during these peak periods by making minor temperature adjustments to your smart thermostat. Adjustment periods are generally around two to three hours and are preceded by a precooling period to help keep you comfortable through the duration of the adjustment. Participants can opt out at any time by changing the temperature on their thermostat.

Working together

Using energy efficiently is a powerful step you can take to reduce your carbon footprint while helping to keep costs down. By working together with our customers through programs like MGE Connect, we can achieve our shared goal of net-zero carbon electricity by 2050.

Don't own a smart thermostat?

FOCUS ON ENERGY® offers a variety of models—with instant discounts for eligible customers. Visit focusonenergymarketplace.com to explore options.

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Visit mge.com/mgeconnect to learn more.