## SOLAR MESSAGE TRIANGLE

Florida's electric co-ops support solar programs that are affordable and safely integrated into the grid.

## **CORE MESSAGE:**

As not-for-profits, Florida's electric co-ops are owned by their consumer-owners and invested in the communities they serve.

• Consumers served by their local not-for-profit electric cooperatives also own the electric cooperatives.

 Serving the consumer-owners (or "you")<sup>1</sup> is the core focus of electric co-ops. 2. Florida's electric co-ops have one central mission: providing safe, affordable, and reliable power to our member-consumers.

3.

Florida's electric co-ops support solar programs that help the co-op provide safe, reliable, cost-effective electricity for our member-consumers.

1. If the co-op representative is speaking directly to member-owners or a group, they can use terms that are more familiar.