



SHREWSBURY ELECTRIC AND CABLE OPERATIONS

YOUR COMMUNITY PROVIDED ELECTRIC & CABLE SERVICES

FOR IMMEDIATE RELEASE

February 25, 2022

Contact: Jackie Pratt

Director of Integrated Resources & Communications

508-841-8314

jpratt@shrewsburyma.gov

**“Cooking With Magnets” Program Coming to Shrewsbury Public Library
SELCO Announces New Induction Cooktop Lending Program**

SHREWSBURY, Massachusetts – Shrewsbury Electric and Cable Operations (SELCO) is partnering with the Center for EcoTechnology (CET) and Shrewsbury Public Library for a “Cooking with Magnets” campaign. In an effort to spread the word about induction cooking, SELCO is offering induction cooktop lending kits through Shrewsbury Public Library. This program helps promote the benefits of induction cooking and electrification to Shrewsbury residents and raises awareness of SELCO’s induction cooktop rebate, which is being offered for the first time in 2022.

Unlike gas, propane, and electric cooktops, which use an open flame or heating element, induction cooking uses electromagnetic energy to heat pots and pans directly. Using induction for cooking can reduce cooking carbon emissions by half and eliminates indoor air pollution that is linked to childhood asthma. It is also considered safer, because only the pan is heated. In addition, the improved efficiency can reduce cooking time by up to 50 percent. Plus, with their smooth surfaces, induction cooktops are easy to clean.

The induction stove lending kits include an induction cooktop with instructions, a pot, frying pan, diffuser plate to convert any non-magnetic cookware, and a meat thermometer. Borrowers may find that their own cookware will also work with the cooktop, provided a magnet sticks to them. Kits also include a brochure with other handy tips on the cooktop’s care and use.

“We believe giving customers an opportunity to test drive the technology will really help sell them on the induction cooking experience,” said Jackie Pratt, SELCO’s Director of Integrated Resources and Communications. “Shifting from fossil fuels to electricity for transportation, home heating, and even cooking are important steps toward decarbonization. This program is one of the many ways SELCO is supporting a clean energy future.”

“I’m very excited that the Shrewsbury Library is partnering with SELCO and the Center for EcoTechnology to offer our patrons an opportunity to borrow induction cooktop kits,” said Priya Rathnam, Director of Shrewsbury Public Library. “This will be a great addition to the items we offer as part of our Library of Things.”

“We’re really excited to pilot this effort with SELCO and Shrewsbury Public Library,” said Ashley Muspratt, Director of Innovation at CET. “Electrification is important for a just and equitable transition to the low-carbon economy, and the numerous benefits of induction cooking make it a great step toward achieving that goal!”

Visit NextZero.org/selco for a full overview of SELCO rebates and incentives, including rebates for induction stoves. More information about Shrewsbury Public Library’s “library of things” can be found at shrewsburypubliclibrary.org/resources/library-of-things. Visit centerforecotechnology.org/cookingwithmagnets to learn more about the benefits of induction cooking from the energy experts at CET.

###