



News Release

FOR IMMEDIATE RELEASE

GEUS RECEIVES PRESTIGIOUS RECOGNITION from APPA for EXCELLENCE in COMMUNICATIONS



GEUS General Manager, Alicia Hooks and Lead Marketing Specialist, Kami Williams hold GEUS' most recent APPA award recognizing the utility for excellence in communications.

Communicating with our customer-owners is paramount to GEUS, and it is truly gratifying to receive recognition from the APPA for excelling in this crucial aspect.

GEUS General Manager, Alicia Hooks

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Greenville, TX – March 26, 2024 - GEUS, the community-owned utility serving Greenville, Texas, proudly announces its recent recognition by the American Public Power Association (APPA) for Excellence in Communications. This esteemed acknowledgment underscores GEUS' commitment to effective communication with its customer-owners.

Of the numerous community-owned utilities nationwide affiliated with the APPA, less than 3% were honored with this distinction, highlighting GEUS' exceptional achievement in the realm of communications. The recognition was awarded specifically for a captivating thirty-second commercial featuring local Greenville residents expressing their pride in ownership of the community-owned electric and communications network.

"Communicating with our customer-owners is paramount to GEUS, and it is truly gratifying to receive recognition from the APPA for excelling in this crucial aspect," remarked Alicia Hooks, General Manager of GEUS.

In addition to this recent accolade, GEUS has been previously recognized by the APPA on several occasions for its outstanding performance in ensuring the reliability of its local electric system. These commendations further solidify GEUS' position as a leader in the public power sector, dedicated to delivering reliable services and fostering strong connections within the community.

As GEUS continues its mission to provide exceptional utility services while prioritizing transparent communication with its customer-owners, the organization remains committed to upholding the highest standards of excellence in all aspects of its operations.

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In 1891, GEUS became the first municipally owned electric utility in Texas. More than a century later, in 2001, it also became the first municipally owned cable television and high-speed internet operation in the state. GEUS provides these services to over 30,000 consumer-owners in the Greenville, Texas area, which is about 50 miles east of Dallas. One of the unique aspects of GEUS is that it is governed by an autonomous board of trustees appointed by the Greenville City Council. This structure was made possible by the Texas Legislature in 1989. To learn more about GEUS' 130+ years of public power history or the services it offers, please visit its website at

www.geus.org