



Partners Southeast and Entergy Unveil Entergy's Power Through Program to provide backup power for Cypress Pinchback Senior Community

Date: Wednesday, November 20, 2024

Time: 11:00 am

Location: Cypress Pinchback

501 Gardere Lane, Baton Rouge, LA, 70810

[Baton Rouge, LA] – Partners Southeast, in collaboration with Entergy Louisiana, are proud to announce a special ribbon-cutting ceremony marking the installation of two state-of-the-art backup generators as part of the utility's "Power Through" program. The event will take place at Cypress Pinchback, a premier mixed-income housing community dedicated to supporting the health, wellness, and security of Baton Rouge's seniors.

This significant event will celebrate a joint effort to enhance energy resilience for vulnerable populations, especially as the Gulf Coast prepares for future storm seasons. The Power Through program, developed by Entergy, focuses on providing an affordable solution to backup power and supporting community resilience in Louisiana. The benefits of the program are two-fold: First, the natural-gas generators provide backup power to Cypress Pinchback if the facility were to experience a power outage. Second, the generators will send power to Entergy's electric system during times of peak demand like when it is very hot or cold and serve the broader community's power needs.

The addition of these generators, funded by Partners Southeast, underscores the commitment to reducing outage durations, speeding up recovery times, and lessening the community impact of major storms in Baton Rouge.

The Power Through program at Cypress Pinchback serves as a shining example of public-private partnership, integrating meaningful resources to improve the lives of Baton Rouge families. The 99-unit residential community, featuring amenities like community rooms, outdoor areas, a gym, and wellness center, was designed to allow seniors to "age in place" with dignity and safety. Thanks to this new power solution, seniors can rest assured that their health and safety needs—such as keeping medications cool and maintaining essential power—will be supported, even in adverse weather.

“After the 2016 floods, the State of Louisiana concluded that our senior citizens were the most vulnerable population impacted by disaster response, recovery, and housing challenges.” stated J. Wesley Daniels Jr., CEO of Partners Southeast. “Now, with Entergy’s Power Through solution, our seniors at Cypress Pinchback will have the safety, comfort and security of uninterrupted power.”

“Our goal is always to provide our customers with exceptional service, and the incorporation of Entergy’s Power Through program at Cypress Pinchback helps us do just that, not only for residents at the facility, but also for the broader community in East Baton Rouge Parish,” said Seth Schilling, Entergy Louisiana region customer service manager. “We’re proud to have partnered with Partners Southeast to bring these generators online and provide a safety net for our neighbors.”

This ribbon-cutting marks an exciting chapter in Baton Rouge’s journey toward resilient, affordable, and community-centered energy solutions. We welcome the media and local leaders to join us in celebrating this milestone for Cypress Pinchback.

About Partners Southeast

For the past 20 years, Partners Southeast has sought to use housing as a vehicle to make measurable impacts in Education, Economic Opportunities, and Health & Wellness in communities throughout the Southeast. Partners Southeast provides and develops quality housing opportunities for individuals and families while promoting self-sufficiency and neighborhood revitalization. Focusing on strategic investments in People, Neighborhoods and Housing, seamlessly mixing market-rate and affordable units, Partners Southeast creates vibrant and diverse communities. For more info on Partners Southeast, call: 225.923.8112 or go to www.partnerssoutheast.com

About Entergy Louisiana

Entergy Louisiana, LLC provides electric service to more than 1 million customers in 58 parishes and natural gas service to more than 94,000 customers in Baton Rouge, Louisiana. Entergy Louisiana is a subsidiary of Entergy Corporation (NYSE: ETR), a Fortune 500 company. Entergy powers life for 3 million customers through our operating companies in Arkansas, Louisiana, Mississippi and Texas. We’re investing in the reliability and resilience of the energy system while helping our region transition to cleaner, more efficient energy solutions. With roots in our communities for more than 100 years, Entergy is a nationally recognized leader in sustainability and corporate citizenship. Since 2018, we have delivered more than \$100 million in economic benefits each year to local communities through philanthropy, volunteerism and advocacy. Entergy is headquartered in New Orleans, Louisiana, and has approximately 12,000 employees.

Entergy’s Power Through program is a simple and affordable solution for backup power at select facilities. While these facilities pay a reduced monthly cost for the service, Entergy maintains the generators at no additional cost. To learn more about the Power Through program, visit entergy.com/powerthrough.

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