



## PRESS RELEASE

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### **Community Winterhelp Still Needs Your Help to Keep More People Warm**

*Program to help low- to moderate-income families maintain their heat requests support to meet the strong demand for services.*

**LOUISVILLE, Ky. February 13, 2014** – Community Winterhelp needs your assistance to help families keep their heat on. With large numbers of families facing financial instability, and a colder than average winter, there is a strong demand for services. Last year, 1,280 families received \$208,500 in heating assistance. This year, our goal is to raise \$250,000 so we can serve an additional 400 families, and we are close to meeting our number!

Thanks to the generosity of LG&E, who has been matching donations at a rate of 2 to 1, we are receiving more donations to support this important program. We only need \$65,000 to reach our goal, and with your help, we will be successful!

A recipient of services remarked, “Because of Community Winterhelp, I do not have to worry about how to keep my house warm and pay for our medications.”

To help us reach our goal, and more importantly, ensure that families have heat through the harshest winter months, please make a donation in one of the following ways:

- 1) To make a recurring gift, which will be added automatically to your LG&E bill each month, you may sign in or register your LG&E account online at [www.my.lge-ku.com](http://www.my.lge-ku.com) Then under the “My Bill” tab select “Help Those in Need.” Indicate the amount of your monthly pledge.
- 2) Visit the Community WinterHelp website, at [www.communitywinterhelp.org](http://www.communitywinterhelp.org) and click on the “Donate Now” button at the top of the page.
- 3) Mail a contribution in one of two ways:
  - a) On your next LG&E payment, indicate the amount of your donation on your bill payment stub and be sure to include the amount of the donation when you write your check.
  - b) Mail a separate check made payable to Community WinterHelp to: LG&E, Customer Commitment Department, 820 West Broadway, Louisville, KY 40202.

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Community Winterhelp is a local, non-profit organization committed to serving families at risk of losing their heat during the harshest months of the winter season. Support is provided by tax deductible donations from utility customers that are matched by LG&E. Operations are overseen by a Board of Directors, and the Louisville Urban League serves as financial manager. Community Winterhelp assistance is provided through community ministries in Jefferson County, along with Community Action Agencies in Bullitt, Hardin, Larue, Marion, Meade, Nelson, Oldham, Shelby, and Trimble Counties. 100% of customer donations are used for heating assistance.

For more information about Community Winterhelp, visit their website at [www.communitywinterhelp.org](http://www.communitywinterhelp.org). Community Winterhelp Board members are available to speak with interested media or for in-person interviews.

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**Your gift to families in need is matched by our friends at LG&E**