



PRESS RELEASE

Contact: John Nevitt
P: 502.292.6128
john.nevitt@metrounitedway.org

Community Winterhelp Needs Your Help to Keep People Warm in Tough Economy

Program to help low- to moderate-income families maintain their heat expecting strong demand

LOUISVILLE, Ky. December 15, 2011 – Beginning January 9, 2012, Community Winterhelp will provide assistance to help families struggling to keep their heat on during this economic downturn. With the recent blast of cold weather, coupled with a sluggish economy and many people struggling to find work, Winterhelp Board members anticipate a strong demand for services. Last year, 1,093 families received \$203,629 in heating assistance; this year the Board expects to receive requests to serve substantially more families.

The Board of Directors anticipates it will need \$250,000 to serve the increased demand this year. So far the program has raised only about a third of that amount. Heating costs are anticipated to be up over what they were a year ago this heating season.

“Service providers are seeing huge increases in demand for energy assistance across our community,” relayed Rev. Marlon Cummings, a Community Winterhelp Board Member. “Having heat in the winter is a basic need that we need to ensure can be met for families who are struggling to make ends meet.”

Community Winterhelp needs the help of community residents to make sure there is assistance available to meet the need. Donations made by LG&E customers will be matched dollar-for-dollar by LG&E, who is a key supporter of the Community Winterhelp program, which is a separate non-profit organization. LG&E plays no part in determining who receives funding from the Winterhelp program.

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.”

Donations can be made via the designated box on your LG&E bill, by mailing a Community Winterhelp contribution to LG&E to the attention of their Customer Commitment Department, 820 West Broadway, Louisville, KY 40202, or through the Community Winterhelp website: www.communitywinterhelp.org. Please call the Community Winterhelp Donation line at 502-566-3396 for more information.

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 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.

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

###

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