



PRESS RELEASE

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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 19, 2013 – Beginning January 21, Community Winterhelp will provide assistance to help families struggling to keep their heat on during this economic downturn. With many families facing financial instability, combined with the recent blast of cold weather, Winterhelp Board members anticipate a strong demand for services. Last year, 1,280 families received \$208,500 in heating assistance. This year the Board expects to receive requests to serve substantially more families, and the community's help is needed.

LG&E announced in October that it will generously provide matching funds of \$2 for every \$1 contributed, so every dollar donated by an LG&E customer is tripled until the end of March. The Board of Directors anticipates it will need \$250,000 to serve the increased demand this year, providing service for an additional 250 families. With the LG&E match, for \$13 per month, or a one time gift of \$150, a donor can assist three families in keeping their heat on during the coldest winter months. So far the program has raised only about half of the amount it anticipates it will need 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 must 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. As previously referenced, donations made by LG&E customers will be matched dollar-for-dollar by LG&E, 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 in the following ways:

- 1) By setting up recurring donations, which will be added automatically to your LG&E bill each month. Sign in or register your LG&E account online at www.my.lge-ku.com Then under the “My Bill” tab select “Help Those in Need.” Indicate the amount of your monthly pledge.
- 2) By visiting Community WinterHelp website, at www.communitywinterhelp.org and clicking on the “Donate Now” button at the top of the page.

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

- 3) By mailing a donation 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.

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.

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