

Customers, ODP raise more than \$16,000 for heating assistance program

Utility continues matching \$2 for every \$1 donated by customers through March

(LOUISVILLE, Ky.) – Residential customers of Old Dominion Power stepped up in a big way to help their fellow neighbors this winter.

Coupled with the utility's year-round donation matches and increased match of \$2 for every \$1 donated by customers since October 2013, residential customers and the utility contributed more than \$16,000 in 2013 toward the utility's heating assistance program – setting a new all-time annual record since the program began three years ago.

WinterShare Fund is offered by Old Dominion Power, the name under which Kentucky Utilities Company operates in Virginia, and is run by area third-party nonprofit organizations that make this financial assistance available to community members who may be struggling to pay their heating bills this winter.

Continuing this positive momentum, the utilities' increased assistance will carry through March 31, 2014 — matching \$2 for every \$1 donated by residential customers to the utilities' heating assistance programs.

"Our customers' generosity is staggering, and we couldn't be more proud to share these results," said John P. Malloy, vice president of Customer Services for LG&E and KU. "Doubling our customers' donations gives us the ability to stretch our customers' generosity even further, providing greater access to assistance funds and helping more community members this winter who may be struggling to pay their heating bills."

Make a donation

Residential customers may make a tax-deductible donation to the utilities' heating assistance programs by making a monthly pledge or a one-time contribution. Even rounding up a payment to the next whole dollar makes a difference.

Assistance eligibility

Eligibility for heating assistance benefits is determined by the third-party nonprofit organizations. The programs assist families in dire financial situations and lack of resources, leaving a family with no heat or the immediate prospect of no heat; and families with a family member who is elderly, very young, seriously ill or disabled.

The utilities play no part in determining eligibility. Families in need of assistance will be interviewed by one of 11 participating area nonprofit organizations located in the following Virginia cities: Norton, Pennington Gap, Big Stone Gap, Clintwood, Lebanon, Gate City and Jonesville.

Visit lge-ku.com to learn more about the utilities' assistance programs and the participating nonprofit service partners by region. To learn more by phone, LG&E customers can call 502-589-1444 (outside Louisville at 1-800-331-7370), and KU customers can call 1-800-981-0600.

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family of companies, are regulated utilities that serve a total of 1.2 million customers and have consistently ranked among the best companies for customer service in the United States. LG&E serves 318,000 natural gas and 393,000 electric customers in Louisville and 16 surrounding counties. KU serves 539,000 customers in 77 Kentucky counties and five counties in Virginia. More information is available at lge-ku.com and pplweb.com.

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