



NATIONAL ENERGY ASSISTANCE DIRECTORS' ASSOCIATION

Press Release
Helping Families Sign Up for Energy Assistance
National Energy Assistance Day: February 1, 2022

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February 1, 2022 is National Energy Assistance Day. The National Energy Assistance Directors Association (NEADA) has designated February 1 as National Energy Assistance Day to help get the word out to low-income families that energy assistance funds are available to help them pay their home energy bills.

Why is National Energy Assistance Day important? Energy prices are up more than 30 percent from this time last year. Survey after survey have reported that when families cannot afford their energy bills they borrow from payday lenders, go without food and medicine, fall behind on their bills, and risk shut-off from power.

States have funding available: States have received record funding from the Low Income Home Energy Assistance Program (LIHEAP) and are working to reach and help low income individuals and families pay their utility bills as well as utility bills owed from prior months. However, many eligible low and moderate income families do not realize they are eligible for assistance, and elevating the availability of assistance through National Energy Assistance Day would help reach more of those in need.

Sign-up is easy: There are more than 1,000 locations to sign up for assistance across the country. Go to www.neada.org/billhelp to find your local sign-up location. Eligibility varies by state. Find your state's LIHEAP website at www.neada.org/billhelp and click on "state LIHEAP office" for local sign-up requirements.

Promoting National Energy Assistance Day: We are encouraging the media to run stories on the availability of funds as well as list contact info on their "news you can use" sections of their websites. We have prepared a tool kit providing logos, template news releases and other useful information: www.neada.org/needtoolkit . In addition, we can provide media support with data on the program, availability of funds, families to interview and other support as needed.

Social Media: Use #KeepTheHeatOn and #NationalEnergyAssistanceDay to follow us on social media.

Organizations Participating in NEAD Include:

- AARP
American Gas Association
American Public Power Association
CenterPoint Energy
Community Energy Project
Edison Electric Institute
El Paso Electric
First Focus on Children
Hispanic Federation
National Association for State Community Services Programs
National Association of State Energy Officials
National Community Action Partnership
National Council of State Housing Agencies
National Energy and Utility Assistance Coalition
U.S. Department of Health and Human Services

The National Energy Assistance Directors' Association (NEADA) is the primary educational and policy organization for the state directors of the Low-Income Home Energy Assistance Program (LIHEAP). LIHEAP is a federal program providing grants to states to help low-income families pay their heating and cooling bills.