

Dear ABC Media,

As the winter season sets in, families are struggling to pay their bills. Home heating costs are [projected to rise by 9.2%](#) this winter. On February 2 (Name of organization) will be participating in National Energy Assistance Day to let struggling families know about the availability of energy assistance to help them pay their home energy bills this winter.

Between the rising cost of essentials such as energy and groceries, and both electric and gas prices skyrocketing, many families are struggling to make ends meet. According to the Census Bureau, nearly one out of four households reported that they were unable to pay their home energy bills, and one out of five households reported keeping their homes at an unsafe temperature because of rising energy prices. (or insert data for your state. Use <https://www.census.gov/programs-surveys/household-pulse-survey/data.html>, or ask NEADA for assistance.)

The (local name for LIHEAP) has funds available to help families keep the heat on this winter. A family of four with an income of up to \$ (maximum income limit) can qualify – so it's not just for the very poor. Families seeking help can contact (phone # and website for local intake office).

We would appreciate it if you could include information about this important program as part of a "News You Can Use" story or link on the community section of your website.

Average Benefit Amount: (average benefit in your area)

Application Deadline: (include regular & crisis if appropriate)

Maximum Income: Households with incomes under \$XX may be eligible

How to Apply: (website, contact info to local intake office)

Please contact (email/phone number for media contact) for any additional information or assistance.