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Keep Wisconsin Warm/Cool Fund *Tuesday August 3, 2010*



**The House on the Rock Resort
Spring Green, WI**

Thanks to YOUR support, more than 1,200 elderly, disabled and working families with young children were able to keep the **HEAT and POWER** on last year!

Join us again and keep the HEAT and POWER on for those most in need!



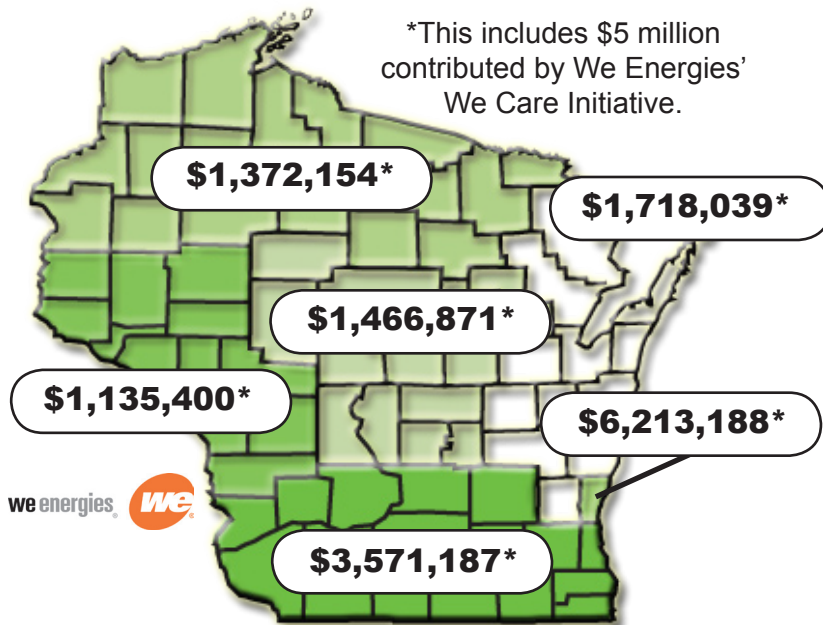
Keep Wisconsin Warm/Cool Fund

Golf and Keep the Heat and Power on for those most in need!

KWW/CF Serving Those Most Vulnerable Throughout WI!

Over \$15,470,000 has been contributed to help more than 59,000 households facing an energy-related crisis!

*This includes \$5 million contributed by We Energies' We Care Initiative.



we energies 



FACT: The worsening economy and record unemployment have resulted in an unprecedented need at a time when available resources are rapidly declining.

FACT: During last year's heating season, 49,300 elderly, disabled and working families with young children were experiencing an energy-related emergency. Literally hundreds of these households, with no place else to turn, were right in your community.

FACT: Due to their limited incomes and skyrocketing increases in energy costs, many of these households are paying 40-60% of their monthly income towards keeping their heat and power on.

FACT: Through no fault of their own, households are forced to make the choice between eating and heating, or to neglect their other basic survival needs in order to stay safely in their homes.

FACT: For your neighbors, family, and friends, heating, a basic necessity, has become an **UNAFFORDABLE LUXURY**.

FACT: **WITH YOUR GENEROSITY AND SUPPORT, YOU CAN MAKE A DIFFERENCE FOR THOSE MOST VULNERABLE BY KEEPING THE HEAT AND POWER ON DURING WISCONSIN'S BITTER COLD AND BLISTERING HEAT!**

Save the Date!

Tuesday August 3, 2010

The House on the Rock Resort Spring Green, WI

To contribute go to our website at:
www.kwwf.org,
Call us at:
(800)891-WARM(9276)
Or mail donations to:
KWW/CF
PO Box 68
Madison, WI 53701



KEEP WISCONSIN WARM/Cool FUND
an  Energy Services, Inc. initiative

REGISTER TODAY!

CALL (800)891-WARM(9276) OR VISIT WWW.KWWF.ORG.