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## **TOUCHDOWNS ‘SCORE TO KEEP THE HEAT ON’ FOR UNITED WAY AGENCIES**

**For each TD in Marsh Indiana Invitational and Key Bank Bowl, ProLiance will donate \$250 to keep nonprofits warm this winter**

INDIANAPOLIS (Aug. 14, 2008)—United Way of Central Indiana agencies will have an easier time keeping warm this winter thanks to “Score to Keep the Heat On” during the Marsh Indiana Invitational Aug. 23 and the KeyBank Bowl Sept. 5 at Lucas Oil Stadium.

For each touchdown scored in the six games featuring Central Indiana teams, ProLiance Energy will donate \$250 to United Way agencies that could benefit from the heating assistance. The program is designed to prevent those agencies from having to make a choice between paying their heating bills and serving people in need.

In addition, ProLiance, an Indianapolis-based energy marketing company, will match fans’ donations at Lucas Oil Stadium up to an additional \$5,000 per event. Cheerleaders from the schools and United Way of Central Indiana representatives will collect the money as fans enter and exit the stadium.

The Marsh Indiana Invitational on Saturday, Aug. 23, will pit Avon against Hamilton Southeastern (7:30 p.m.), Zionsville against Lafayette Jefferson (4:30 p.m.), Shelbyville against Greensburg (1:45 p.m.) and Elwood against Heritage Christian (11 a.m.). The KeyBank Bowl on Friday, Sept. 5, will pit North Central against Ben Davis (6 p.m.) and Lawrence North against Warren Central (8:30 p.m.).

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## **‘Score to Keep the Heat On’ (continued)**

In a third avenue of revenue for Score to Keep the Heat On, Compton Strategies, the organizer of the Marsh Indiana Invitational and the KeyBank Bowl, will donate \$1 of each \$14 walk-up ticket sold on event days. United Way of Central Indiana will also have a booth at the games.

According to ProLiance Energy President John Talley, “Rising energy prices impact everyone and human services agencies are no exception. We’re excited to partner with Compton Strategies and Lucas Oil Stadium to help support the vital work that these United Way agencies perform.”

While most heating assistance programs help individuals, charitable organizations often have little flexibility in their lean budgets to manage unexpected increases in energy prices.

“ProLiance has done it again. They continue to come up with new, creative and high-impact ways to help vulnerable people throughout the region,” said Ellen K. Annala, UWCI’s president and chief executive.

“I applaud ProLiance for their generosity with Score to Keep the Heat On,” said Ray Compton, president of Compton Strategies. “These donations will ease the worries that United Way agencies have about high energy costs and let them concentrate on what they do best—helping people.”

Tickets for the Marsh Indiana Invitational and the KeyBank Bowl are \$11 in advance and \$14 on game day. For more information, please visit [www.indianainvitational.com](http://www.indianainvitational.com) or contact Steve Hall of Compton Strategies, (317) 409-1670, [steve@gowordsmith.com](mailto:steve@gowordsmith.com).

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*Founded in 1996, ProLiance Energy is one of the largest natural gas marketers of natural gas with customers in 16 states and offices in Indiana, Illinois and Ohio. Its staff of more than 100 energy professionals manages the energy needs of over 1,400 utility, municipal, industrial and commercial customers. ProLiance is jointly owned by affiliates of Vectren and Citizens Gas. For more information, visit [www.proliance.com](http://www.proliance.com).*

*United Way of Central Indiana is a leading community solutions provider in Boone, Hamilton, Hancock, Hendricks, Marion and Morgan counties. It brings people together to focus on the most critical human care needs in the community—building partnerships, forging consensus and leveraging resources, to enable people to improve their own lives and strengthen the community long term.*