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**FEEL THE LOVE™**

WISCONSIN



## MEDIA FACT SHEET



In 2018, Lennox, a leading provider of innovative home comfort solutions, launched a new corporate social responsibility program called, Feel The Love. The Feel The Love program, originally launched as Heat U.P. in 2009, engages Lennox dealers and employees to nominate deserving families in need with access to perfect indoor heating and air, at no cost including installation.

Recipients are selected based on a variety of criteria, including physical, mental, or social disabilities; financial challenges; job loss; military service; and community service. But beyond that, each recipient has one thing in common: they always put others first. Past nominees include community figures such as teachers, firefighters and volunteers; families facing hard times; veterans; senior citizens living in older homes; and people impacted by natural disasters.

### Important Dates:

- Nominations for 2019 installations are due by August 31. Those received after that date will be considered for the following year.
- On October 5, Feel The Love Weekend, Lennox dealers from across the country will install new high-efficiency equipment for the selected nominees, exceeding more than 1,000 families helped over the past decade.

For more information on the program, visit [FeelTheLove.com](http://FeelTheLove.com) or contact Kendall Richards.

### Program Facts

- In 2019 to mark the ten-year anniversary, the program is expanding to more locations throughout the U.S. and Canada.
- In 2018, Feel The Love assisted homeowners from 19 states and five Canadian provinces by donating and installing more than 165 new furnaces in recipients' homes.
- The Lennox Heat U.P. Program (now Feel The Love) was started in Wisconsin in 2009 by 82 compassionate Lennox dealers who wanted to give back to their communities.

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