



Annual campaign generates home-heating assistance for thousands

Mount Pleasant, Michigan, Nov. 27, 2017 — WCMU Public Radio’s Warm Hearts, Warm Homes campaign returns for its fourth season to fuel home-heating assistance across central and northern Michigan.

The collaboration between Consumers Energy, Isabella Bank and WCMU Public Radio listeners aims to generate \$67,000. The matching funds, triggered by donations from WCMU Public Radio listeners, will be distributed to folks in need of heating assistance by the Michigan Community Action Agency that serves the donor’s community.

“Warm Hearts, Warm Homes has provided home-heating assistance for at least 30,000 families over the past three years,” Ken Kolbe, general manager of WCMU Public Media, said. “As winter weather settles in across Michigan, the generosity and compassion of WCMU Public Radio listeners, combined with the financial support of Consumers Energy and Isabella Bank, will allow us to address the critical need facing the people living in the communities we serve.”

The money pledged by WCMU Public Radio listeners beginning Tuesday, Nov. 28 will be matched dollar-for-dollar by Consumers Energy and Isabella Bank to meet the growing need for home-heating assistance. The drive will continue while matching funds remain.

“Michigan Community Action deeply appreciates the commitment by Consumers Energy and Isabella Bank to help families and seniors stay safe and warm in their homes this winter,” Kate White, Michigan Community Action’s executive director, said. “The Warm Hearts, Warm Homes Campaign has been a wonderful and effective community collaboration.”

Warm Hearts, Warm Homes has provided nearly \$140,000 to assist with winter heating bills in its first three years. This past May, WCMU Public Radio received the 2017 Community Service Award from MCA for the December 2016 campaign, which raised \$68,000 for home-heating assistance for central and northern Michigan residents.

Those wishing to contribute to Warm Hearts, Warm Homes may call 800-999-5656 or visit WCMU.org/warmhearts beginning November 28 and continuing until the matching funds are donated.

CONTACT: Steve Smith
989-774-7154
smith1sf@cmich.edu