

## MLGW is LifeBlood's "Lifesaver of the Year" for 3rd Year in a Row

For the third straight year, MLGW has been honored by Lifeblood as its "Lifesaver of the



Year," which is presented to the organization that collects the most blood among all groups in Shelby County. MLGW employees donated 700 units of blood in 2011, making it the top donor organization in Shelby County. Potentially, Lifeblood could save up to 2,800 lives with these MLGW blood donations, as one unit of blood can save up to four lives. MLGW has been Lifeblood's leading donor since 2009.

### Planting tip:

Planting season is almost here, and creative landscaping can save you time and money. Select plants requiring the least amount of attention, including water. It will save you time on maintenance and save money because you won't have to use as much water to keep them healthy down the road.



**April 21:** Down to Earth Festival at Shelby Farms Agricenter, 10 a.m. - 5 p.m. MLGW Staff will be on hand to discuss renewable power programs, energy efficiency programs and ways to save energy and money.

**April 21:** Party for the Planet, Memphis Zoo, 10 a.m. - 2 p.m. Celebrate Earth Day and learn all about conservation through information stations, special keeper chats, a scavenger hunt and eco-friendly crafts and games, included with Zoo admission.

**May 2-7:** Annual Alliance for Nonprofit Excellence Conference, "Powerful Networks: Nonprofits, Social Media, and Community" at Opera Memphis. For more info: 684-6605 or visit the Alliance web site at [www.npexcellence.org](http://www.npexcellence.org).

**May 11-12:** Memphis Greek Festival. Annunciation Greek Orthodox Church, 573 N. Highland, 11 a.m.-10 p.m., daily. For one free adult admission, bring this issue of MLGW's Customer Connection. For more info: [memphisgreekfestival.com](http://memphisgreekfestival.com) or 327-8177.



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# Customer CONNECTION



PRODUCED MONTHLY BY MEMPHIS LIGHT, GAS AND WATER DIVISION

## Plus-1 Efforts Increase Awareness and Funds for Utility Assistance

MLGW has recently taken several initiatives to increase funds for the Plus-1 program, administered by the Metropolitan Inter-Faith Association (MIFA). These funds provide one-time utility assistance.



*MLGW Commissioners Rick Masson and Steven Wishnia ring a bell to celebrate Plus-1 pledges at the recent Phonathon that raised \$13,000 for utility assistance.*

**Plus-1 Phonathon:** More than \$13,000 was raised on March 1, when MLGW Commissioners and employees teamed with TVA, City Council and MIFA to call friends, family and other potential donors in an effort to increase the assistance available from Plus-1.

*(continued inside)*

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## To donate to Plus-1:

Complete the on-line form at:  
[www.plus1memphis.org](http://www.plus1memphis.org)

Make a one time donation:  
[www.donate.mifa.org/plus-1](http://www.donate.mifa.org/plus-1)

Donate \$5 via text: Text MIFA to 20222  
*(Message and data rates may apply.)*

**Grizzlies Game:** The February 29 Leap Day Grizzlies game had a portion of the ticket sales benefit Plus-1.

**Zack Randolph Donation:** Grizzlies Forward Zach Randolph recently recorded a Plus-1 public service announcement (PSA) and gave \$20,000 to the Extreme Temperature Emergency Assistance Fund.

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## MLGW Customers See Lower Winter Bill:

With natural gas prices reaching a six-year low combined with a warm winter, MLGW customers saved an average of \$110 in heating costs from December 2011 through February 2012 compared to the same period last winter. "If our customers can save money, that's exactly what should happen, and we're happy about it," said Jerry Collins Jr., MLGW President and CEO. The price of natural gas has dropped for six consecutive years, representing a 67 percent decrease.

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## MLGW Unveils Electric Vehicles

MLGW's Board of Commissioners were the first passengers of the four newly unveiled electric vehicles (EV) that were recently added to MLGW's fleet. MLGW encourages the expanded use of electric vehicles as alternatives to petroleum-fueled vehicles for area residents, businesses and organizations. Customers who operate delivery services are especially well-suited to take advantage of the benefits of electric vehicles. MLGW has plans to add EV bucket trucks to its fleet in 2012.

### Project facts:

- About 300 residential charging stations have been installed in Tennessee, with a total of 500 expected by the end of the year.
- EVs are increasing rapidly in availability: there were nine types of EVs available in 2011, and eight more companies will introduce their EVs in 2012.
- The Shelby Farms Park Conservancy recently conducted a groundbreaking for a solar-powered station that will be built in a parking lot at the facility.
- MLGW is also collaborating with TVA and Electric Power Research Institute (EPRI) on an initiative to study incentives for adopting EVs in non-road applications.

You can find more information about The EV Project and MLGW's initiatives at the following websites:

[www.pluginmemphis.org](http://www.pluginmemphis.org)

[www.theevproject.com](http://www.theevproject.com)

[www.afdc.energy.gov/afdc/calc](http://www.afdc.energy.gov/afdc/calc)

