

***National press release to be used through August 31 to drive nominations and awareness of program in local markets. This can be shared via email with community organizations or media representatives to invite nominations.***

## **PRE-EVENT NATIONAL PRESS RELEASE**



### **Nominations Open for Lennox' 2020 Feel The Love Program**

*Lennox provides essential HVAC equipment to frontline workers amid COVID-19 pandemic*

RICHARDSON, Texas, May 7, 2020 – [Lennox International](#) is now accepting nominations for its [Feel The Love](#) program, which is expanding its focus this year to bring hope and support to medical professionals, essential workers and those on the frontlines of the COVID-19 pandemic. Lennox and its dealers understand these are uniquely challenging times and look forward to benefiting the brave workforce who continues to serve the community every day.

For the past 10 years, Lennox' Feel The Love program has installed heating or cooling equipment at no cost in U.S. and Canadian homes to help those facing physical, mental or social disabilities, financial challenges or job loss. Military and community service are also key factors for choosing HVAC recipients, and this year, Lennox is dedicating even more of its resources to benefit first responders and those keeping us safe during the COVID-19 pandemic.

“As an essential business, it is our honor to provide equipment and services to individuals and families impacted by crises and circumstance,” said Stephanie Bond, Director of Marketing at Lennox Residential. “The spirit of Feel The Love is particularly vital this year as the shockwaves of the COVID-19 pandemic reverberate throughout the world, affecting our health and economic stability, and of those we love. We, along with our dealers, are committed to working together to support the local heroes and frontline workers that continuously make courageous sacrifices for their communities.”

With an eye toward a more hopeful future, Lennox will supply new high-efficiency heating or cooling equipment for selected nominees during Feel The Love Weekend, October 8 – 11, 2020. As dealers eagerly give back to deserving homeowners, Lennox continues to recommend following Centers for Disease Control (CDC)-approved guidelines to ensure everyone stays safe during installations.

Since the inception of Feel The Love in 2009, Lennox and its dealers have completed over 1,000 installations for households throughout North America, with 230 of those occurring last year. In 2020, new challenges to our ways of working and living have us spending more minutes at home, closer to what matters most to us. Lennox and its dealers wants homeowners to [enjoy the little moments](#) they have at home right now in perfect comfort, starting with the air they breathe.