



# FEEL THE LOVE™



## FOR MORE INFORMATION, CONTACT:

Matthew Pardee, MM2 Public Relations  
214-379-3709 or matthew.pardee@mm2pr.com  
or

Annette Rogers, MM2 Public Relations  
214-379-3705 or annette.rogers@mm2pr.com

## MEDIA FACT SHEET

### PROGRAM OVERVIEW:



The Lennox Feel The Love program, launched in 2009 as Heat U.P., invites individuals and community organizations to nominate deserving families or individuals in their community who would benefit from new heating equipment prior to the winter season, in participating markets. Then, Lennox partnering dealers install new, high-efficiency Lennox furnaces for deserving families, selected from nominations received.

On the first Saturday in October, all participating Lennox dealers will install

new, high-efficiency Lennox gas furnaces for the selected finalists at no cost, and the dealers and their employees donate their labor and installation materials. According to Stephanie Bond, Retail Marketing Director at Lennox Industries, "On this day, lives are changed through the goodwill of others. Feel The Love is all about creating connections with the communities in which Lennox and its dealers live and work, to lend a helping hand by bringing comfort to deserving families."

### NOMINATION PROCESS:

Nominations are comprised of a description of the nominee's situation and why that person deserves to receive new heating equipment. Nominees are chosen based on a variety of criteria, including military service; community service; physical, mental, or social disabilities; financial challenges; job loss; and more. The selected homeowners will be notified in mid-September. Lennox and its partnering dealers contact the selected families, visit their home to review the installation site and ensure they will have all of the materials necessary for the installation.

For more information on the program, visit [www.FeelTheLove.com](http://www.FeelTheLove.com).

**Lennox “Feel The Love” Fact Sheet**  
**Page 2 of 2**

**2018 PARTICIPATING MARKETS:**

- Boston, MA
- Chicago, IL
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Edmonton and Calgary metro area, Alberta
- Fargo metro area and Grand Forks, ND
- Kansas City, KS
- Milwaukee, WI
- Minneapolis, MN
- Pittsburgh, PA
- Regina, Saskatchewan
- Richmond, VA
- Sacramento, CA
- Salt Lake City, UT
- Sioux Falls and Rapid City, SD
- St. Louis, MO
- Toronto, Ontario
- Victoria, British Columbia
- Washington, D.C.
- Winnipeg, Manitoba



**PROGRAM FACTS:**

- In 2017, the program received 40,000 nominations and completed 175 installations across eight states and four Canadian provinces, which included 164 dealers.
- 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.

**PHOTOS:**

For example photos from last year’s program, visit: [www.FeelTheLove.com/history](http://www.FeelTheLove.com/history).