# Cards Slugger Matt Holliday Urges Fans to "Keep St. Louis Warm" by Participating in DollarHelp Program

Laclede Gas customers could win trip to meet Holliday at Cardinals Spring Training

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ST. LOUIS, Jan. 15, 2015 /PRNewswire/ -- For many St. Louis-area families, the bitter cold weather brings a struggle to stay warm. Laclede Gas' DollarHelp program has provided much-needed heating assistance for local families for more than 30 years. Now, St. Louis Cardinals outfielder Matt Holliday is rallying his fans for support.

"This is my second year with DollarHelp and I've seen the strength of this program. It doesn't matter what heating source you use, DollarHelp provides relief for families struggling to pay their heating bills. To encourage others to donate, we've got a great deal for Cardinals fans - warm up a St. Louis family today by donating to DollarHelp, and you could win a chance to warm up for Cardinals baseball with me," said Holliday.

It's easy to help – customers simply check the red box on their gas bill to donate one dollar a month or visit DollarHelp.org. At the same time, customers can enter the "Keep St. Louis Warm" contest - now through February 22, 2015. One grand prize winner will take three friends to warm up with the Cardinals from March 20-22 at Spring Training in Jupiter, Florida. Cardinals gear and regular season game tickets will also be awarded to nine runner-up winners. To donate and enter visit www.DollarHelp.org.

"This is the coldest time of the year. The struggle to stay warm continues — especially for the elderly, disabled and families with young children. We are grateful for the generous support of St. Louisans, who dollar by dollar, team together to make a difference," said Steve Lindsey, president of Laclede Gas Company. "And when customers sign up to donate one dollar a month, Laclede will match donations up to $55,000."

As a service to the community, Laclede Gas, in partnership with United Way of Greater St. Louis, provides the administrative services for DollarHelp. This is done at no charge so every dollar donated passes directly to those in need, no matter what kind of heating fuel is used. Last year the DollarHelp program kept the heat on for more than 3,000 families in the greater St. Louis area.

For more information and Official Rules visit www.DollarHelp.org. To donate today, check the red box on your Laclede Gas bill or visit www.DollarHelp.org. All donations are tax-deductible.

### ABOUT DOLLARHELP

DollarHelp is a not-for-profit organization founded in 1982. Over the past three decades, with donations from St. Louisans across the city and counties, DollarHelp has raised more than $21 million. More than 68,000 Laclede customers contribute to DollarHelp through the automatic giving option, a plan that enables Laclede customers to make regular monthly donations added to their gas bill. Together, we can make a difference. To donate today, visit www.DollarHelp.org.

### ABOUT LACLEDE GAS COMPANY

A subsidiary of The Laclede Group, Inc. (NYSE: LG), Laclede Gas Company has provided safe and reliable service to the residents of the St. Louis metropolitan area for more than 150 years. It is the largest gas distribution company in Missouri, serving approximately 630,000 residential, commercial and industrial customers in St. Louis City and parts of 10 counties in eastern Missouri. For more information, please visit www.LacledeGas.com.

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