



Big Brothers Big Sisters
of the Lehigh Valley

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For Immediate Release

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PRESS RELEASE

PPL EnergyPlus® program donations benefit Big Brothers Big Sisters Lehigh Valley

Big Brothers Big Sisters Lehigh Valley received \$2,190 through a PPL EnergyPlus incentive program that benefitted Big Brothers Big Sisters agencies throughout eastern and central Pennsylvania.

“We’re very grateful for PPL Corporation’s continued support of our mentoring programs,” CEO Maryjean deSandes said. “The PPL EnergyPlus Program is just one of the many ways that the companies of PPL Corporation and their employees have actively contributed to furthering our agency’s mission.”

Last summer, PPL EnergyPlus created an incentive program for employees of all PPL Corporation subsidiaries that included a contribution to Big Brothers Big Sisters for each employee who chose PPL EnergyPlus as their electricity supplier. Those employees also received a low, fixed price on electricity supply for their homes.

“As PPL EnergyPlus expanded its business last summer to residential customers of PECO Energy and PPL Electric Utilities, we wanted employees of various PPL Corporation companies to benefit from electric choice while also supporting the responsible corporate citizenship that PPL is known for,” said Gene Alessandrini, Senior Vice President of Marketing for PPL EnergyPlus.

“PPL EnergyPlus and its employees have great respect for Big Brothers Big Sisters, an organization that has done tremendous work to positively change the lives of so many children,” Alessandrini said.

About Big Brothers Big Sisters Lehigh Valley

For over 40 years, Big Brothers Big Sisters Lehigh Valley has operated under the belief that inherent in every child is the ability to succeed and thrive in life. Most children served by Big Brothers Big Sisters are in single-parent, low-income families or households where a parent is incarcerated. As the nation’s largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers (Bigs) and children (Littles). Big Brothers Big Sisters provides a system of ongoing evaluation and support which is proven by independent studies to help families by improving the odds that Littles will perform better in school, avoid violence and illegal activities, and have stronger relationships with their parents and others. Learn how you can positively impact a child’s life—donate or volunteer today at www.bbbslv.org.



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About PPL EnergyPlus

PPL EnergyPlus is a subsidiary of PPL Corporation, a Pennsylvania-based Fortune 500® corporation with more than 90 years of experience in the energy business. Backed by PPL Corporation's diverse power generation and natural gas supply portfolio, PPL EnergyPlus offers electricity, natural gas, renewable energy, petroleum/oil and other products and services to commercial, industrial, and institutional customers, as well as electric supply to residential customers in select markets. For more information, visit www.pplenergyplus.com.

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