

Winter Charity Donation for ALONE from ESB

CHRISTMAS COMES EARLY FOR ALONE AND ST. VINCENT DE PAUL AS ESB ELECTRIC IRELAND LAUNCHES ITS €1 MILLION WINTER CHARITY PROGRAMME

- ALONE calls up 82% in the first nine months of 2011, 100% surge expected after festive season
- ALONE reports that between 2001 and 2010, the number of older people living alone rose from 141,500 to 161,600. SVP reports calls for help have doubled over recent times
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- SVP expects to make 150,000 visits to homes over Christmas
- 1 in 10 or 50,000 older people are at risk of poverty

(To download this statement as a pdf please click here [ESB Electric Ireland €1 Million Winter Charity Programme](#))

December 20, 2011

ESB announces its ESB Electric Ireland €1 million Winter Charity Programme to support two important Irish charities – Saint Vincent de Paul and ALONE.

ESB has a long tradition of working with St Vincent de Paul and will support them with a significant cash donation before Christmas and a special promotion in 2012 that will continue to raise funds for the charity.

ESB is also supporting ALONE in a very meaningful way. Through its Electric Ireland Energy Services business, the company will carry out energy efficiency retrofit work on ALONE properties and donate additional funds to the charity to support its fuel affordability programme.

ESB Chief Executive Pat O Doherty said; “In view of the current economic climate and the hardships that many people across the country are facing, we are delighted to provide the ESB Electric Ireland €1 million fund to support those most in need”.

“We know that organisations such as Saint Vincent de Paul and ALONE are dependent on donations to ensure they continue to support those most in need, particularly in the lead up to Christmas when they experience a significant increase in requests for assistance. We also appreciate that charities are finding it increasingly difficult to raise much needed funds in this challenging economic environment”, he added.

SVP National President, Mairead Bushnell said; “We are delighted to accept this donation from ESB. It will help make a real and valuable difference to families and individuals who are struggling in these tough times. It will be used

to provide much needed basics for families to help them get through Christmas and the remaining winter months, during which time we expect to make around 150,000 visits to homes. ESB has worked with SVP for many years, in particular offering valuable help and advice to customers on staying well and warm over the winter months.”

Sean Moynihan, Chief Executive, ALONE said, “We welcome this announcement from ESB. We are working closely with ESB Electric Ireland to retrofit ALONE properties to ensure our residents stay well and warm this winter, a time which is particularly difficult for older people. Insulation is one of the most effective elements in minimising the effects of fuel poverty. Last winter ALONE assisted more than 1,000 older people who were suffering the effects of fuel poverty, so initiatives such as this retrofit programme will provide immediate and long term benefits for our residents.”

Notes to Editors:

About ESB Electric Ireland

ESB Electric Ireland, part of ESB Group is Ireland’s leading energy supplier providing choice and value in electricity and gas to residential and business customers. As part of its Energy Services business, ESB Electric Ireland now offers a full range of grant-assisted insulation and energy efficiency measures to householders nationwide. All ESB Electric Irelands products and services are backed by unrivalled experience and commitment to customer service.

About St. Vincent De Paul

St. Vincent de Paul is the largest direct non-profit charitable organisation in Ireland, giving hope to many individuals and families who are experiencing poverty, loneliness and despair in every local community throughout the country. It manages 970 social housing units, 15 day care centres, 150 shops and many breakfast, homework and revision clubs.

To make a donation to the Saint Vincent de Paul please log onto www.svp.ie/appeal or give locally.

About ALONE

ALONE is a non-profit charitable organisation which helps older people in need through its befriending service, long term housing and crisis support in the community. 330 older people in need benefit directly from ALONE services at any one time. ALONE houses 100 older people who would otherwise be homeless or at risk of homelessness.

According to CSO stats between 2001 and 2010, the number of older people living alone rose from 141,500 to 161,600. Fuel poverty continues to be a major concern; last winter ALONE assisted more than 1,000 older people who were suffering the effects of fuel poverty. People aged over 65 are 7 times more likely to be admitted to hospital as a result of low temperatures compared with those aged 18 to 44.

To make a donation to ALONE online (www.alone.ie/fundraising) or by contacting ALONE at 01 6791032

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For further information contact:

ESB: Brian Montayne

ESB Corporate Communications Manager

Brian.montayne@esb.ie

Tel: (01) 7027309/087 8211715