



## **NEWS RELEASE**

Contact:

Mike Mullet  
Cookerly Public Relations  
(404) 419-9233  
[mike@cookerly.com](mailto:mike@cookerly.com)

### **Bring the Heat!: Gas South Donation to Salvation Army, United Way Tops \$66,000 as Braves Record 1,332 Strikeouts in 2011**

*With a pledge of \$50 for every strikeout recorded by Braves pitching staff, Gas South donation to two community service agencies is more than \$33,000 apiece*

(Atlanta – October 17, 2011) – A pledge by local natural gas marketer Gas South to donate \$50 for every strikeout recorded by the Atlanta Braves during the 2011 season has resulted in a total donation of \$67,000, based on the 1,332 strikeouts thrown by the Atlanta pitching staff this season – the most of any team in Major League Baseball this year.

The proceeds are being divided between the United Way of Metropolitan Atlanta and the Salvation Army's Project SHARE, which each received \$33,500 from Gas South. Gas South President and CEO Kevin Greiner presented checks to the two agencies at Turner Field before the Braves last game, September 28.

"The Atlanta Braves' pitching staff was absolutely top-notch this season, and Gas South is very proud to be making such a large donation based on our hometown team's best-in-baseball strikeout record this year," said Greiner. "Even though the season may not have ended the way we all hoped, the Braves' ability to bring the heat helped ensure that thousands of Georgia families will receive the help they need during this economically challenging time."

This is the second year Gas South has built a donation to benefit the local community based on the number of strikeouts by the Braves' pitching staff. During the 2010 season, Gas South made a similar pledge to support the Salvation Army's Project SHARE; the 1,241 strikeouts recorded by Braves pitchers on the season resulted in a donation of more than \$62,000 to the program. Major Jim Arrowood, Divisional Commander for The Salvation Army's Georgia Divisional Headquarters, is thankful for Gas South's support of Project SHARE.

“Gas South has been a tremendous supporter of the Salvation Army and we are very grateful for this partnership,” Arrowood said. “But more than that, Gas South’s generosity has meant a great deal to hundreds of families in crisis across Georgia that continue to experience challenges in the current economic environment.”

Milton Little, president of the United Way of Metropolitan Atlanta, echoed that sentiment, noting that Gas South’s support will enhance the agency’s impact in the community.

“Gas South has always been a pillar in the community and this stellar example of service and charity only strengthens that,” said Little. “With this additional funding, United Way can make a deeper, richer impact to help metro Atlanta thrive, and we truly commend Gas South for this innovative fundraising.”

###

#### **About Gas South**

Gas South is Georgia’s fastest growing natural gas provider for the past three years, serving more than 250,000 residential, business and governmental customers across the state. Based in Atlanta, Gas South is locally owned and operated, with customer service provided through Georgia-based call centers. Gas South is committed to providing its customers with the best value for their energy dollar. For more information, visit [www.gas-south.com](http://www.gas-south.com).

#### **About The Salvation Army**

The Salvation Army, an evangelical part of the universal Christian church established in 1865, has been supporting those in need in His name without discrimination for 129 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar spent is used to support those services in 5,000 communities nationwide. For more information, go to [www.salvationarmyusa.org](http://www.salvationarmyusa.org).

#### **About United Way of Metropolitan Atlanta**

For more than a century, United Way of Metropolitan Atlanta has continued to mobilize people in our community to help tackle the issues that are too big for anyone to solve alone. What makes United Way unique is how it helps our community work together to make lasting impact on tough community problems that take all of us to solve. United Way of Metropolitan Atlanta invests in the areas of education, income, health and ending chronic homelessness. To find or give help, dial 2-1-1 or visit us online at [unitedwayatlanta.org](http://unitedwayatlanta.org).