



News Release

July 25, 2011

Mayor's Beat the Heat Project

(Longview, TX) Longview Mayor Jay Dean is announcing a program designed to provide heat relief to area citizens in need. With triple-digit heat a norm this summer, Mayor Dean, along with partner agencies and private donors, is launching the "Mayor's Beat the Heat Project." This program is designed to provide window air conditioning units to residents around Longview who do not currently have air conditioning in their homes. "There are many residents out there that are suffering with this heat right now, and we just want to be able to help them get some relief," says Mayor Jay Dean.

The Area Agency on Aging (AAA) will administer the in-take process. Residents in need should contact the Area Agency on Aging at 903-984-8641 or 800-442-8845. Preference will be given to elderly ages 60 and above and/or disabled residents that live in a Longview area zip code (75601, 75602, 75603, 75604, 75605, 75606, 75607, 75608). As supply allows, other low income residents in the Longview area may also be considered. Only one unit will be given per household.

Several area agencies have partnered together to bring this project forward. The Hiway 80 Rescue Mission, the Salvation Army, Habitat for Humanity, and AMBUCS will work together with other volunteer groups to help distribute and install the air conditioning units.

Funding for the Mayor's Beat the Heat Project has been provided entirely through private donations. At this time, Mayor Dean has secured pledges in the amount of \$25,000 from various Longview businesses, organizations, and citizens. The money raised will be used to purchase 200 air conditioning units rated at 5,000 BTU from local home improvement stores.

"I understand we are not going to be able to solve the problem of heat relief for every needy citizen with this program this year," says Mayor Jay Dean. "My hope and my expectation is that, next year, this program will be administered by our partner agencies. My idea was to just get the ball rolling for the future. We want to do what we can this year to help, but then hopefully see the community put a program in place that makes sense going forward."

Sponsors include:

East Texas Mack Truck

Eastman Chemical

Joyce Crane

Longview Regional

Martin Mid Stream

Mayor Jay Dean

Judge Bill Stoudt

And other anonymous donors

Special thanks:

Home Depot and Lowe's

Area Agency on Aging

Hiway 80 Rescue Mission

Longview Habitat for Humanity

Salvation Army

Longview AMBUCS

About the Air Conditioner units:

5000 BTU Window units (GE and Frigidaire brand)

Cool approximately 150 square foot space

Run on regular 115V outlets