

# *Baton Rouge Area Foundation*



**FOR IMMEDIATE RELEASE**

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## **Hurricane Relief Fund for Rural Areas Started by the Association of Louisiana Electric Cooperatives**

Baton Rouge, Louisiana, September 29, 2005—The Baton Rouge Area Foundation announced a gift by NRG Energy, Inc. of \$100,000 to the Hurricane Relief Fund started by the Association of Louisiana Electric Cooperatives (ALEC) to serve rural areas affected by Hurricanes Katrina and Rita.

NRG Energy, Inc., the owner of Big Cajun II, a 1,489 megawatt electric generating facility in New Roads, Louisiana, is committed to helping with restoration efforts in the rural areas they serve.

“Like a lot of companies with interests in Louisiana, we’re looking for any opportunity to help,” said John Brewster, President of NRG’s South Central Region. “Whether through technical or financial support, we realize the importance and urgency of this opportunity to help our neighbors.”

Beyond contributing to this fund, NRG has:

- Tripled individual staff donations to various hurricane relief charities to total \$334,000,
- Collected more than 3 tons of food and supplies to send to shelters in Pointe Coupee,
- Raised \$44,000 through a charity raffle and auction for the Greater Baton Rouge Food Bank,
- Provided Louisiana electrical cooperatives technical expertise in rebuilding their infrastructure and restoring power.

The Association of Louisiana Electric Cooperatives is a non-profit organization which exists to represent the electric distribution cooperatives operating in the state of Louisiana. These cooperatives provide electric service to roughly 1 million citizens in 54 of the state's 65 parishes. Randy Pierce, executive director of the Association of Louisiana Electric Cooperatives, feels compelled to ensure that adequate, basic services are available in the communities served by ALEC.

“Without taking resources from the efforts in New Orleans, we’re making sure that the communities we serve, typically rural, have access to basic services,” said Pierce, “This fund allows us the flexibility to identify areas of need and immediately respond.”

According to Pierce, the National Rural Electric Cooperative Association (NRECA) is supporting this effort and gathering contributions from the nearly 1,000 electric cooperatives nationwide.

The Baton Rouge Area Foundation is a community foundation, a nonprofit organization composed of over 300 charitable funds with over \$375 million in assets established by individuals, families, corporations and organizations. Since 1964, the Foundation has made grants in the areas of Arts & Humanities, Community Development, Education, Environment, Human Services, Medical/Health, Religion and Scholarships.

NRG Energy, Inc. operates and provides wholesale power to cooperatives, municipalities, and investor-owned utilities throughout Louisiana. NRG also owns and operates a diverse portfolio of power-generating facilities, primarily in the Northeast, South Central and Western regions of the United States. NRG also has ownership interests in generating facilities in Australia and Germany.

For more information about the Baton Rouge Area Foundation, visit [www.braf.org](http://www.braf.org). For more information on NRG Energy, Inc., visit [www.nrgenergy.com](http://www.nrgenergy.com).

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