



57th NASHVILLE CHRISTMAS PARADE TO BENEFIT PIEDMONT'S *SHARE THE WARMTH* ROUND UP PROGRAM

New Energy Assistance Program helps Nashville-area residents throughout the year

NASHVILLE, TN., Nov. 20 / PRNewswire-First Call / – Proceeds from the 57th annual Nashville Christmas Parade will benefit the Piedmont Natural Gas *Share the Warmth* Round Up program, helping provide emergency energy assistance to Nashville-area residents throughout the year.

Piedmont's new energy assistance program distributes funds to *Share the Warmth* Round Up partner agencies in the Nashville area. The agencies then provide direct financial assistance to individuals and families that need help paying their home energy bills. *Share the Warmth* Round Up funds can be used to pay energy bills throughout the year regardless of the energy source used in the home—including natural gas, propane, oil, electricity, coal, kerosene and wood.

“The Nashville Christmas Parade and the *Share the Warmth* Round Up program both embody commitment to family, generosity, and community,” said Eddie Davidson, Piedmont's senior manager, Legislative and Community Affairs for Tennessee. “It's fitting then that this year's parade will help bring joy not only to the thousands of spectators that line the streets on December 4 but to our neighbors in need who will rely on the *Share the Warmth* Round Up program to enjoy a happier holiday season.”

Share the Warmth Round Up offers a simple way for Piedmont customers to round up their monthly natural gas bill to the nearest dollar with the difference going to assist neighbors in their community who need help paying their home energy bills. Piedmont launched *Share the Warmth* Round Up in July, committing \$100,000 to its *Share the Warmth* Round Up partner agencies in North Carolina, South Carolina, and Tennessee. In October, Piedmont pledged an additional \$50,000 to *Share the Warmth* Round Up to help its partner agencies meet increased demand for assistance this winter.

Funds contributed by Nashville residents stay in Nashville and are distributed by the following partner agencies:

- Metro Action Commission (Davidson County)
- Mid-Cumberland Community Action Agency (Cheatham, Robertson, Rutherford, Sumner, Trousdale, Williamson and Wilson counties)
- Highland Rim Economic Corporation (Dickson County)

“So far the *Share the Warmth* Round Up program has generated more than \$17,000 in energy assistance donations for Nashville residents in need,” said Marvin D. Cox, community service director, Metro Action Commission. “These donations will help us to address the increased need for our help. We value our partnership with Piedmont and their commitment to the families we serve.”

In addition to the parade proceeds, the *Share the Warmth* Round Up program will receive a \$5000 donation from award winning singer/songwriter and Nashville Christmas Parade Grand Marshal John Rich.

Piedmont customers can sign up for *Share the Warmth* Round Up three ways: 1) visit www.piedmontng.com and click on the *Share the Warmth* Round Up icon on the left-hand side of the page. 2) call 1.800.752.7504; or 3) complete the enrollment form on the back of their monthly bill and return it with their bill remittance.

Those interested in tracking the *Share the Warmth* Round Up program can follow @sharethewarmth on Twitter or become a fan of "Piedmont Natural Gas *Share the Warmth* Round Up" on Facebook.

About the Nashville Christmas Parade

The 57th Nashville Christmas Parade, hosted by Piedmont Natural Gas, kicks-off the Christmas season in downtown Nashville on Friday, December 4, 2009 at 7:00 p.m. CST. Following a tree lighting ceremony at 6:00 p.m., the Parade will commence at the intersection of Broadway and 6th Avenue in front of the Sommet Center and continue through Nashville's historic downtown, concluding at LP Field. Fireworks sponsored by the Nashville Downtown Partnership will kick off the parade.

Community sponsors for this year's parade include the Nashville Conventions & Visitor's Bureau and Wal-Mart. Other sponsors include Averitt Express, Baker, Donelson, Bearman, and Caldwell, Bridgestone Americas, Inc. (BSAM), the Copper Kettle, Gaylord Hotels Music City Bowl, Joslin Signs, Kickin' Coffee & Tea, Nashville Area Chamber of Commerce, and Nashville Downtown Partnership.

Presenting Media partners are *The Tennessean*, Lamar Outdoor Advertising, Comcast and Clear Channel Communications which includes WSIX 98, 1510 WLAC, 107.5 The River, 105.9 The Rock and 101.1 The Beat.

For more information on the parade, please visit: www.nashvillechristmasparade.com or on Facebook at www.facebook.com/nashvillechristmasparade.

###

About Piedmont Natural Gas

Piedmont Natural Gas is an energy services company primarily engaged in the distribution of natural gas to more than one million residential, commercial and industrial energy customers in North Carolina, South Carolina and Tennessee, including 61,000 customers served by municipalities who are wholesale customers. Our subsidiaries are invested in joint venture, energy-related businesses, including unregulated retail natural gas marketing, interstate natural gas storage and intrastate natural gas transportation. Additional information about Piedmont is available on the Internet at www.piedmontng.com.

Media Contacts:

David Trusty, Piedmont Natural Gas
704 731-4391 (office)
david.trusty@piedmontng.com

Loree Elswick, Piedmont Natural Gas
704 731-4236 (office)
loree.elswick@piedmontng.com

Tree Paine (for John Rich), Warner Brothers Nashville
615-214-1500
Tree.Paine@wbr.com