



## For Immediate Release

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# Mass Save® and Massachusetts Fallen Heroes Raise Over \$22,000 for Massachusetts Veterans and Families of the Fallen

**(February 9, 2017 – Boston, MA)** – Massachusetts Fallen Heroes (MFH), a nonprofit dedicated to honoring the fallen, assisting families of the Fallen and empowering veterans, has received over \$22,000 from a fundraiser made possible by the sponsors of Mass Save®. From June through December of last year, the Mass Save sponsors worked with retailer TechniArt to sell more than 4,400 specially designed packages of LED bulbs, with half of the proceeds going to MFH.

“The amount of support we’ve received from the sponsors of Mass Save is incredible,” said Dan Magoon, executive director of MFH. “The generous funds that were raised will support Mass Fallen Heroes efforts of providing assistance and advocacy services to our Gold Star families as well as our returning veterans, and for that we are extremely grateful.”

The Mass Save sponsors, which include Cape Light Compact, Eversource, National Grid, and Unitil, supported the sale of the six-packs of ENERGY STAR® certified LED bulbs both online and at community events across Massachusetts. Bulb packs were sold for \$10, and \$5 from each pack sold went to MFH. TechniArt, an online and pop-up retailer that specializes in the sale of energy-efficient products, contributed as the host of the sales. The fundraiser was a unique opportunity to help MFH raise funds to support Massachusetts veterans and families of the fallen, while also increasing awareness of the benefits that energy efficiency can provide to residents.

MFH will use these funds to help create a scholarship program for siblings of the fallen, as well as organize annual weekend excursions for Gold Star Families that focus on supporting their wellness and fostering a sense of community. MFH will also allocate funds to its Veteran’s Edge Program, which connects local veterans with legal, employment, and medical services.

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## **About Massachusetts Fallen Heroes**

Massachusetts Fallen Heroes began in 2010 with the goal of honoring those who sacrificed their lives while serving in Iraq and Afghanistan. Since then, MFH has expanded its mission to provide services and programs that empower returning veterans, assist their families, and support families of the fallen. This past May, MFH unveiled a public memorial in Boston's Seaport Park in commemoration of the fallen who fought in the Global War on Terrorism following September 2001. Next May, MFH will again honor the sacrifice of veterans and their families through its annual Patriots Week, a week-long public event held between Armed Forces Day and Memorial Day. MFH remains committed to supporting and uniting local veterans and their families and raising awareness of their service and sacrifice.

To learn more about MFH or to make a donation, please visit [www.massfallenheroes.org](http://www.massfallenheroes.org).

## **About Mass Save**

Mass Save is an initiative sponsored by Massachusetts natural gas and electric utilities and energy efficiency service providers, including Berkshire Gas, Blackstone Gas Company, Cape Light Compact, Columbia Gas of Massachusetts, Eversource, Liberty Utilities, National Grid, and Unitil. The Sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.

For more information about Mass Save, please visit [www.masssave.com](http://www.masssave.com).

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