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## News Release

January 20, 2021  
For Immediate Release

For more information, contact:  
KUB Community Relations

### **COVID Utility Relief Effort (CURE) Launched to Help KUB Customers** *Funds Available for Area Business and Residential Customers*

KUB has joined with Tennessee Valley Authority (TVA) and Knoxville-Knox County Community Action Committee (CAC) on a new program to assist KUB business and residential electric customers with outstanding utility bills. The COVID Utility Relief Effort (CURE) is designed to provide assistance to groups who may not have previously qualified, including businesses who have been impacted by COVID-19.

“So many in our community have been hit hard by the pandemic. They have found themselves in financial difficulty and unable to pay their utility bill,” said Barbara Kelly, CAC Executive Director. “The CURE program is a way for people to get caught up on payments and move forward.”

There is no income limit to qualify for funds, and the application process is simple. Applicants must be KUB electric customers and provide proof of their outstanding KUB balance along with photo identification. Business applications will also need to provide business identification along with proof the applicant is authorized to act on behalf of the business. CURE can provide a one-time payment of up to **\$1,000** for residential customers and **\$3,000** for business customers, or the current outstanding balance due on the account if less than the maximum payment allowed.

“We know that this has been a difficult year for our community, and we want to assist our customers whenever possible,” said Tiffany Martin, KUB Vice President and Chief Customer Officer. “Working together with TVA and CAC has made this possible, and CURE aims to provide a hand-up for residential and business customers in our community who are still in need.”

CURE will last through September 2021 or until the \$6M funding total of the program is depleted. To apply, visit CAC’s website for the [residential application](#) and the [business application](#), or call 865-244-3085 and leave a message if you have additional questions. For more information on CURE, visit [www.kub.org/help](http://www.kub.org/help).

*KUB is a municipal utility serving Knox and parts of seven adjacent counties and provides electric, gas, water, and wastewater services to more than 468,000 customers*

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