



## News Release

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For Immediate Release

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KUB Community Relations

### **KUB, TVA Green Switch Match Program Offers Renewable Energy at Low Cost** *Electric Customers Can Support Renewable Energy Based on Monthly Usage*

KUB customers can now sign up to participate in TVA's Green Switch Match pilot program to support renewable energy production. Green Switch Match allows KUB residential and commercial electric customers the opportunity to offset their carbon footprint with renewable electricity generated from solar, wind, and biogas resources.

Green Switch Match participants match their monthly electricity consumption with an equivalent amount of renewable energy production for 1 cent per kilowatt hour used. The typical residential KUB customer would pay approximately \$10 more a month to participate in Green Switch Match and would reduce their carbon footprint by more than 8,000 lbs of CO<sub>2</sub> emissions per year.

"Green Switch Match is a valuable addition to the ways KUB customers can support renewable energy generation," Mike Bolin, KUB Vice President of Utility Advancement, said. "For the first time, customers can support the generation of green energy based on their usage. This pilot provides a simple and affordable way to make a difference and lower emissions that result from electricity usage."

Electricity purchased through Green Switch Match is generated from approximately 70 percent solar, 20 percent wind, and 10 percent biogas resources. Green Switch Match is a Green-e-Energy certified product and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions.

More information about Green Switch Match is available online at [www.kub.org/match](http://www.kub.org/match).

*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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