



NEWS RELEASE

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For Immediate Release

For more information, contact:
KUB Community Relations

Lend a Helping Hand Through Project Help *Spread Warmth During Cold Winter Months*

The 2020 Project Help campaign kicks off Wednesday, January 8 and runs through February 5. With the cold winter months ahead, many families will struggle with the cost of heating their homes. For nineteen years, Project Help has provided emergency heating assistance to those in need due to job loss, illness, injury, or disability, as well as seniors struggling with the rising cost of living through community donations.

“Project Help depends solely on community and individual contributions”, said Susan Edwards, Sr. Vice President and Chief Administrative Officer. “Thanks to generous donors, last year Project Help was able to help over 400 families in need stay safe and warm through the winter.”

KUB invites people to give a little to help those in need. Partnering with Food City, WVLT-TV, WIVK, the Knoxville News Sentinel and Home Federal Bank, KUB offers four easy ways to donate to Project Help:

- Purchase a donation coupon when you shop at Food City.
- Make a donation at any Knoxville area Home Federal Bank location.
- Send a check to: Project Help, P.O. Box 59017, Knoxville, TN 37950
- Check the donation box on your next KUB bill for a one-time donation or monthly pledge.

“Millions of Americans need assistance each year. Project Help is one way we can help those in need right here in our own area”, said Kevin Stafford, Food City Vice President of Marketing.

Project Help is administered by the Knoxville-Knox County Community Action Committee (CAC). KUB collects donations, and 100 percent of the funds go to CAC. The money goes directly toward the purchase of electricity, natural gas, propane, heating oil, wood, or coal for those in need.

Project Help of East Tennessee is a 501(c)(3) organization, and all donations are tax deductible.

KUB is a municipal utility serving Knox and parts of seven adjacent counties and provides electric, gas, water, and wastewater services to more than 464,000 customers.

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