

News Release

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For Immediate Release

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KUB Kicks Off 2022 Project Help Campaign for Heating Assistance *The campaign runs Jan. 5-Feb. 1 with multiple ways to give*

With the cold winter months ahead, many families will struggle with the cost of heating their homes. Through Project Help, community donations provide 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.

“Project Help helped me when I was at my lowest point suffering from cancer,” Teresa, a recent Project Help assistance recipient. “Project Help helped me get my utilities so I wouldn’t have to be in a cold house, and I couldn’t have done it otherwise. ... It saved my life probably.”

The 2021 Project Help campaign kicks off Wednesday, Jan. 5, and runs through Feb. 1. 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, there are multiple easy ways to donate to Project Help:

- Purchase a donation coupon when shopping at Food City
- Make a donation at any Knoxville area Home Federal Bank Drive-thru
- Send a check to: Project Help, P.O. Box 59017, Knoxville, TN 37950
- Visit a KUB Customer Service Center or donate at KUB kiosks

“Project Help depends solely on community and individual contributions,” said Tiffany Martin, KUB Vice President and Chief Customer 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.”

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.