



## NEWS RELEASE

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For Immediate Release

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KUB Community Relations

### **KUB's Project Help Spreads Warmth During Cold Winter Months**

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 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."

The 2021 Project Help campaign kicks off Wednesday, January 6, and runs through February 2. 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

This is the twentieth Project Help campaign. Donating at Food City stores can help a neighbor in need. "Due to the effects of the pandemic, the needs are greater than ever before. Millions of Americans will need assistance this 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 468,000 customers.*

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