

NEWS RELEASE

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For Immediate Release

For more information, contact:
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 Leslye Hartsell, KUB Director of External Affairs. "Thanks to generous donors, last year Project Help was able to help over 455 needy families stay safe and warm through the winter."

The 2019 Project Help campaign kicks off Monday, January 7 and runs through February 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, 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.

"This is our eighteenth Project Help campaign," said Hartsell. "I hope the community will again join in this effort and donate at Food City or Home Federal Bank locations. Even a dollar a month on your KUB bill can help a neighbor in need."

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 459,000 customers.

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