

News Release

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For Immediate Release

For more information, contact:
KUB Communications

KUB's Project Help Spreads Warmth During Cold Winter Months *KUB Kicks Off 2023 Fundraising Campaign, Runs through Feb. 7*

Knoxville, TN – During the cold winter months, many families 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 200 families stay safe and warm through the winter.”

The 2023 Project Help campaign kicks off Wednesday, Jan. 4, and runs through Feb. 7. 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
- Donate to Project Help online at www.kub.org/projecthelp
- Send a check to: Project Help, P.O. Box 59017, Knoxville, TN 37950

“During the cold winter months, many of our friends and neighbors desperately need assistance,” said Kevin Stafford, Food City Vice President of Marketing. “Project Help is one way you can help those in need right here in our own region.”

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.

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KUB is a municipal utility serving Knox and parts of seven adjacent counties with safe and reliable electric, fiber, natural gas, water, and wastewater services to more than 478,000 customers.