



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 2024 Fundraising Campaign, Runs through Feb. 6

Knoxville, TN – During the winter months when utility costs rise due to cold weather, the need for emergency heating assistance increases.

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 Senior Vice President and Chief Customer Officer. “Thanks to generous donors, last year Project Help was able to help over 250 families stay safe and warm through the winter.”

The 2024 Project Help campaign kicks off Wednesday, Jan. 3, and runs through Feb. 6. 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-through
- 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 provides more than 486,000 customers in Knox and parts of seven surrounding counties with safe and reliable electric, fiber, natural gas, wastewater treatment, and water services.