

## NEWS RELEASE

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For Immediate Release

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KUB Community Relations

### **Project Help Provides Warmth and Support for the Local Community** *as 2017 Campaign Kicks Off*

Cold East Tennessee winters can bring struggles to many families as they pay the cost of heating their homes, and can hit those with additional needs the hardest. Through Project Help, community donations provide emergency heating assistance to those in need of assistance due to job loss, illness, injury, or disability, and also helps provide for seniors struggling with the rising cost of living. Project Help assists directly toward the purchase of electricity, natural gas, propane, heating oil, wood or coal for those in need.

“East Tennessee is a giving community that comes together in times of need, and Project Help depends solely on community and individual contributions,” said Mintha Roach, KUB President and CEO. “Last year, hundreds of families in need were able to stay safe and warm through the winter thanks to generous donors in the community.”

The 2017 Project Help campaign kicks off January 9, and runs through February 3. 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.

“I hope the community will again join this sixteen-year effort and donate at Food City or Home Federal Bank locations to assist their neighbor in need,” said Roach. “Even a dollar a month on your KUB bill can make a difference.”

Project Help is administered by the Knoxville-Knox County Community Action Committee (CAC). KUB collects donations, and 100 percent of the funds go to help families 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 445,000 customers.*

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