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Media Contact:

FOR IMMEDIATE RELEASE

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## **KTVAECU® & MEMBERS COLLECT \$120,000.00 FOR HURRICANE HELENE RELIEF**

KNOXVILLE, Tenn. – Knoxville TVA Employees Credit Union organized a cash donation drive to assist local victims of Hurricane Helene in the Appalachian region of East Tennessee and Western North Carolina. A special "Lend-A-Hand" Donation Account was opened on September 27, 2024, through KTVAECU to collect contributions from Members. The Credit Union matched \$25,000.00 of Member donations to reach a total of \$120,000.00 in cash donations to Second Harvest of East Tennessee. The generous and impressive amount donated by Members in less than one week makes it possible to provide immediate assistance to the local communities, directly benefiting those impacted by Hurricane Helen in East Tennessee and Western North Carolina.

"This region is our home. We're heartbroken by the unprecedented effect Hurricane Helene has had on our neighbors, and we hope our efforts will bring relief and comfort," said Charlotte Havely, Vice President of Marketing.

Prior to the cash donation drive, KTVAECU donated essential supplies, including diapers, masks, water, hand sanitizer, and trash bags, to first responders in Cocke and Unicoi Counties to aid in relief efforts. KTVAECU collective hurricane relief efforts are projected to exceed \$200,000.00.

"In moments like this, our philosophy of People Helping People, Members Helping Members, really shines. Our community is truly incredible," Kimberley Trimble, Chief People Officer at Knoxville TVA Employees Credit Union, said.

Lynn Summers, President and CEO of Knoxville TVA Employees Credit Union, added, "It has been so humbling to see how quickly our Membership pulled together to assist their neighbors. We're truly grateful to be a part of such a compassionate community."

For more information about the community efforts of KTVAECU, visit [tvacreditunion.com/community](https://tvacreditunion.com/community).

### **About Knoxville TVA Employees Credit Union**

Knoxville TVA Employees Credit Union is a not-for-profit, member-owned, and locally operated financial institution that serves the community's financial needs. Membership is available to anyone who lives or works in the following counties: Blount, Hamblen, Jefferson, Knox, Loudon, Roane, Sevier, Sullivan, and Johnson City. The Credit Union helps Members grow financially by offering a variety of accounts, including checking, savings, and retirement accounts. KTVAECU Members have access to twenty-four (24) branch locations, online banking, a mobile app, and secure chat for 24/7 access to financial services.

**People Helping People,  
Members Helping Members.™**