



## TENNESSEE REGULATORY AUTHORITY

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**FOR IMMEDIATE RELEASE**

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### **Need Help With Your Phone Bill? TRA Proclaims “Lifeline & Link-Up” Telephone Discount Awareness Week**

**NASHVILLE, Tenn.** – The Tennessee Regulatory Authority (TRA) and the Attorney General’s Consumer Advocate & Protection Division today announced September 12 – 18, 2011, as “Lifeline and Link-Up Telephone Discount Awareness Week” in Tennessee.

The Lifeline and Link-Up Telephone Assistance programs make telephone service more affordable for consumers by reducing the cost associated with having telephone service. Under the Lifeline program, eligible consumers are provided with a monthly discount of up to \$13.50 on the local portion of their phone bill. Through the Link-Up program, a discount of up to \$30.00 is extended towards the installation of new or transferred telephone service.

“In today’s highly interconnected world having the ability to connect by telephone with the myriad of services that are available is very important,” says Tennessee Regulatory Authority Chairman, Eddie Roberson. “And through the Lifeline and Link-Up Telephone Assistance programs, the barrier to having telephone service is removed by making it easier for consumers to connect with not only friends and family, but with emergency and other community services.

In Tennessee over 619,000 households qualify for the telephone assistance program discounts, but only 65 percent of the state’s wireline and wireless users participate in the program. TRA officials and officials from the Attorney General’s Office recognize this statistic and are dedicating this week to bring additional awareness to the availability of the two programs for Tennessean’s who might benefit from them.

“We are pleased to support this service so vital to consumers in their time of need,” said Attorney General Bob Cooper. “We hope more of the half million Tennesseans who are eligible sign up for these affordable programs that could very well save lives in an emergency.”

Adds the TRA’s Roberson, “TRA officials will be traveling across the state this week meeting with various organizations and consumer groups to promote greater awareness of Lifeline and Link-Up, and we urge other organizations to assist us in spreading the word as well.”

The mission of the TRA is to promote the public interest by balancing the interests of utility consumers and providers. For more information on the TRA, visit online at [www.tn.gov/tra](http://www.tn.gov/tra).

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