



NEWS BRIEF

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FOR IMMEDIATE RELEASE

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December 21, 2010

RED KETTLE MATCH CHALLENGE WILL DOUBLE DONATIONS TO KETTLES OVER THE NEXT FOUR DAYS

December 21, 2010 (Chicago) – The Salvation Army announced today that **three anonymous donors have generously offered to match all donations to Chicago area red kettles for four days, up to \$300,000**, from Tuesday, December 21, through Friday, December 24. Red kettles have been on streets and shopping centers since November 19, with the goal of raising \$12 million to fund the emergency and social services provided by the Metropolitan Division.

“Imagine that every time over the next four days when you hear a coin clink in a red kettle, it’s followed by an echo,” said **Lt. Col. Ralph Bukiewicz**, Metropolitan Divisional Commander of The Salvation Army. “Each year, the people of Chicago display their generosity at the red kettles, and this year, we want them to know that their gift will mean even more and will expand our ability to deliver critical services to people in need all through the year.”

The four-day red kettle match has the potential to make a tremendous impact on donations to red kettles in the Chicago Metropolitan area. There is another \$5.5 million to go to reach the Red Kettle Campaign goal of \$12 million.

Another anonymous donor has offered to match any gold coins found in Salvation Army red kettles throughout the Chicago Metropolitan Division this year, up to 100 coins. So far, 9 gold coins have been donated to red kettles in the Chicago area.

In the continuing economic downturn, the need for reaching the goal is critical, as unemployment benefits for many people are running out and more people are turning to The Salvation Army for assistance. The Salvation Army’s Metropolitan Division serves more than **112,000** people during the holiday season, and delivers more than **20,000** food baskets and more than **60,000** articles of clothing. Feeding the needy continues to be one of the primary uses for Red Kettle donations. Food requests are up across the Chicago region with some areas experiencing a 200 to 400 percent increase in requests.

“I support The Salvation Army because I know that they provide people in need with the most basic of essential services -- food, shelter and clothing,” said **Chris Kolber**, Chicago Advisory Board Chairman of The Salvation Army. “And I trust the Salvation Army to stretch every dollar that I drop into a red kettle because they are known for their efficiency. For just \$32, The Army can provide enough groceries to feed a family of four for a week. And the red kettle match will stretch every dollar even further.”

(MORE)

ADD 1 – RED KETTLE MATCH CHALLENGE

Red kettles will disappear from the streets Dec. 24, but the fundraising campaign will continue through January 31, 2011.

For those wishing to donate at their computers, virtual Red Kettles are available on-line. Donors can host a virtual red kettle, or sponsor a red kettle team, by going on The Salvation Army Metropolitan Division web site at www.salarmychicago.org. Visitors to the site can register individually, as a group, or a business by completing a simple registration form.

Additionally, for the first time this year, The Salvation Army is receiving donations through texting. To make a \$5 donation text BELL to the number 85944. To make a \$10 donation, text GIVE to the same number.

The Salvation Army is the largest direct provider of social services to people in need in Greater Chicago. The Salvation Army Metropolitan Division serves people in need in Greater Chicago, northern Illinois and northwestern Indiana. Among the assistance provided are youth programs; early childhood development services; feeding programs for homeless adults, children and seniors; emergency lodging for families and individuals in crisis; disaster relief; senior housing; spiritual counseling and substance abuse rehabilitation programs. For more information about The Salvation Army Metropolitan Division or to donate or volunteer, please visit www.salarmychicago.org or call 1-800-SAL-ARMY (1-800-825-2769).

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