



NEWS BRIEF

The Salvation Army Metropolitan Division • 5040 N. Pulaski Road • Chicago, IL 60630

FOR IMMEDIATE RELEASE

Contacts: Melanie Scofield
melanie@scofieldcompany.com

708-289-9047

Dee McKinsey

Dee_McKinsey@usc.salvationarmy.org

773-205-3573

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A HOLIDAY FIRST: ANONYMOUS DONOR GENEROUSLY OFFERS TO MATCH GOLD COINS PUT IN CHICAGOLAND SALVATION ARMY RED KETTLES

Philanthropic Deed Launches First “Gold Coin Challenge”

December 2, 2010 (Chicago) – A generous donor, who wishes to remain anonymous, has offered to match any gold coins found in Salvation Army Red Kettles throughout the Chicago Metropolitan Division up to 100 coins. The donor hopes that the gesture will inspire other individuals or companies to offer their own match.

Gold coins found in Salvation Army Red Kettles have become a much-anticipated holiday tradition of giving in Chicago and surrounding suburbs. Last year, 23 gold coins were deposited in Salvation Army kettles in the Chicago area. So far this year, The Salvation Army has received four gold coins, including a once-ounce South African Krugerrand, valued at more than \$1,400, which appeared in a Salvation Army Red Kettle in Naperville on November 19.

“The Salvation Army is thankful for and very excited about the Gold Coin Challenge, not only because it will help so many needy individuals,” said Lt. Col. Ralph Bukiewicz, commander of the Metropolitan Division of The Salvation Army, “but because it is a generous and innovative way to raise money. We hope others will join in their own Gold Coin Challenge.”

The philanthropic tradition of dropping gold coins into Salvation Army kettles actually began right here and dates back 24 years, when the first gold coin was deposited in McHenry County. Since then, The Salvation Army has received more than 400 gold coins of every type and description from anonymous donors.

This year’s Red Kettle campaign goal is to raise \$12 million. The familiar Red Kettles were on the street and in shopping areas beginning Nov. 19, and will be removed Dec. 24. However, the Red Kettle campaign will continue through Jan. 31, 2011.

(MORE)

ADD 1 – THE FIRST GOLD COIN CHALLENGE

Gold is currently listed at \$1,365 an ounce, or \$1,429.84 for a U.S. Gold Eagle, or \$1,426.84 for the South African Krugerrand. Both types of coins were tossed into Red Kettles last year. The Salvation Army auctions off the coins at the end of each holiday season.

Individuals or corporations who wish to make their own Gold Coin Challenge matching pledge, or to donate a gold coin, can call 773-205-3252 or email carl_johann@usc.salvationarmy.org.

For those wishing to donate at their computer there is a virtual Red Kettle available. 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 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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