



May 2, 2011

**CONTACT:** **Melanie Scofield**  
[melanie@scofieldcompany.com](mailto:melanie@scofieldcompany.com)  
**(708) 289-9047**  
**Alyse Chadwick**  
[alyse@scofieldcompany.com](mailto:alyse@scofieldcompany.com)  
**(312) 280-7702**

**Media Advisory**

**73<sup>rd</sup> ANNUAL DONUT DAY EVENT WILL BENEFIT  
SALVATION ARMY FEEDING PROGRAMS FOR PEOPLE IN NEED**

**WHAT:** Hundreds of people contact The Salvation Army Chicago Metropolitan Division each day asking for assistance with feeding their families. Requests for groceries have increased dramatically this year as more people than ever are turning to the Army for help. In 2011, The Salvation Army Chicago Metropolitan Division provided **more than 2.4 million meals** to the hungry in Greater Chicago. This spring, The Salvation Army's Erase Hunger campaign will culminate in our **73rd Annual Donut Day**.

The Donut Day tradition began on the battlefields of France during World War One, when Salvation Army workers went to the front to deliver spiritual aid and comfort to US soldiers and their allies and serve as a link between the soldiers and their families back home. Salvation Army "Donut Lassies" served coffee and donuts to soldiers in the trenches to bring them cheer. Donut Day became an official Salvation Army annual fundraising event in 1938.

Funds raised during Donut Day make possible food pantry distributions of produce and non-perishable groceries to individuals and families, childcare nutrition programs, meals for senior citizens and meals for the homeless through The Salvation Army's Mobile Feeding Program. Last year, The Salvation Army raised more than \$220,000 and provided more than 2.1 million nutritious meals to people of all ages through our mobile feeding, congregate and community food pantry programs.

**WHEN:** **Friday, June 3, 2011**  
11 a.m. to 1 p.m.

**WHERE:** **James R. Thompson Center Plaza**  
Randolph and Clark Streets, Chicago

**CELEBRITY EMCEES:** **Valerie Warner** and **Ryan Chiaverini**, ABC7, Windy City Live

**ENTERTAINMENT:** The Salvation Army **Kroc Corps Singing Company**, **M.A.D.D. Rhythms** Tap Collective, and Singer/Songwriter **Bryan Harrell**.

**Sports team mascots:** Southpaw (Chicago White Sox), Skates (Chicago Wolves), Bandit (Chicago Bandits), Sparky (Chicago Fire), and Sky Guy (Chicago Sky).  
**Mascots will be competing to raises funds to feed people in need.**

**BACKGROUND:** The Salvation Army Metropolitan Division is one of the largest providers of social services in the State of Illinois, assisting clients in the Great Chicago area, Northern Illinois and Northwestern Indiana. Among the services and programs provided by the Metropolitan Division are feeding programs for homeless people, children and seniors; emergency housing for families and individuals; disaster services relief; spiritual programs, youth programming, and early childhood development services. For more information about The Salvation Army, or to donate, please visit [salarmychicago.org](http://salarmychicago.org).