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The Salvation Army Takes Campaign to Erase Hunger to the Streets with Interactive Projection Campaign



May 27, 2011 (Chicago) – The Salvation Army is taking its Erase Hunger campaign to the streets with its interactive projection campaign, which first appeared Thursday, May 26, and can be spotted after sunset at various high-traffic locations throughout downtown Chicago through Friday June 3. The projections feature a text-to-give opportunity to support The Salvation Army’s feeding programs. When people respond by texting FEED to 646-512-3118, their gift is immediately acknowledged by a video response symbolizing the difference their donation can make for a child or family in need of food.

“The Salvation Army can feed a family of four for an entire week with a \$32 donation,” said Lt. Col. Ralph Bukiewicz, Divisional Commander of the Metropolitan Division of The Salvation Army. “We want to make it as easy as possible for those who are concerned about the issue of hunger in Chicago to get involved through interactive, non-traditional media. It’s important to let people know how easy it is to make a difference, and that every contribution is a meaningful one, for which we are grateful.”

The projection appeals reinforce more traditional transit and billboard ads, and The Salvation Army is utilizing Facebook, Twitter, YouTube and blogs to help spread the word about the projections and the campaign, with updates on the various locations throughout the night where it will appear. Personal testimonials for people served by The Salvation Army feeding programs are also being featured on the website and social media pages.

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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. In any given month, The Salvation Army distributes **15,000 meals to homeless people** in Chicago. Army vans take hot, nutritious food to where the homeless congregate, such as vacant lots and Lower Wacker Drive.

The Salvation Army's Erase Hunger campaign will culminate on Friday, June 3 and 4 with our **73rd Annual Donut Day** two-day event. On **Friday, June 3, from 11 a.m. to 1 p.m.**, The Salvation Army will be on the Thompson Center plaza on the corners of Randolph and Clark Streets, offering a lineup of free entertainment and handing out free donuts. Both days, Donut Day Taggers will be throughout Chicagoland collecting donations. Every dollar donated will be matched by a generous friend of The Salvation Army.

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 the Erase Hunger campaign and 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.

Anyone who wishes to donate to the Erase Hunger in Chicago campaign, can visit www.salarmychicago.org/erashunger, Text hunger@80888 to make a \$10 donation or call 1-800-SAL-ARMY to donate any time.

BACKGROUND:

About The Salvation Army:

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in nearly 5,000 communities nationwide.

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.