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

THE SALVATION ARMY EMBRACES NEW TECHNOLOGY FOR CENTURY-OLD FUND RAISING

Donate this year by cell phone

FOR IMMEDIATE RELEASE
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Contact: Dee McKinsey
773.273.5808

(Chicago) -- Nov. 26, 2010 -- See someone texting this season, don't assume he or she is casually chatting with a friend. They just might be donating to The Salvation Army Metropolitan Division and should be congratulated.

This is the first year The Salvation Army is using texting as a fund-raising device nationally, and it promises to be just as successful as the virtual Red Kettle, an on-line Salvation Army kettle where individuals, corporations and teams donate to The Salvation Army.

To make a texting donation, text BELL to 85944 to donate \$5, text GIVE to 85944 to donate \$10. The donations will show up on the donor's telephone bill, and benefit the region where made.

For several years, the familiar Salvation Army red kettle has gone high-tech also, as The Salvation Army joins others in reaching out in new ways to achieve their goals. Last year the virtual kettle raised more than \$150,000 to help the needy in the Chicago area.

The Metropolitan Division of The Salvation Army has a goal of raising \$12 million this season through its Red Kettle campaign.

The iconic Salvation Army Red Kettles are on the streets and in shopping malls from Nov. 19 until Dec. 24. The Red Kettle fund-raising campaign for 2011 continues through Jan. 31. Additional donations are received all year long; however, the majority of the donations come during the holidays.

For those who would prefer to use the virtual kettle, the steps are easy. Simply go to The Salvation Army Metropolitan Division web site at www.salarmychicago.org to register individually, as a group, or a business.

(MORE)

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 people, children and seniors; emergency lodging for families and individuals in crisis; disaster relief; senior house; 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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