



# NEWS BRIEF

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## **VIRTUAL SALVATION ARMY RED KETTLE ALLOWS CONTRIBUTORS TO RING THE BELL AT THEIR DESKS**

*On line contributions help in reaching this year's \$12 million goal*

(CHICAGO) – Nov. 29, 2010 – The familiar Salvation Army Red Kettle has gone high tech.

While the iconic Army Red Kettle is still on streets and in shopping centers, with accompanying bell ringers, there is a virtual Red Kettle for donors who have transitioned to the Internet for their holiday needs.

Last year, virtual the Red Kettle raised \$158,019.16, up 56.23 percent from 2008's virtual donation of \$101,145.35 for the Chicago area served by the Metropolitan Division of The Salvation Army.

Actual Red Kettles went on the street Nov. 19, with a goal of raising \$12 million to fund services of the Metropolitan Division. While the kettles will disappear from the streets Dec. 24, the fund-raising campaign continues through January 2011.

In the continuing economic downturn, the need for reaching the goal is critical as more and more individuals fall through the safety nets, and turn to The Salvation Army for assistance. Those who were once donors now need help themselves.

(MORE)

Food shortage prompted the appearance of the first Red Kettle, which was actually a converted crab pot, used by a ferry boat captain to collect donations to feed San Francisco's needy at Christmas in the late 1800's.

Kettles were adopted by the Salvation Army as the preferred method of collection during the holidays and now are used around the world, including Japan, Chile and Europe.

Feeding the needy continues to be one of the primary uses for Red Kettle donations. Food requests are up across the board in the Chicago metropolitan area with some areas experiencing increased requests from 200 to 400 percent.

During last year's Christmas season a total of 112,710 individuals were served, 21,444 food baskets and 81,977 clothes distributed. Additionally, 66,333 articles of clothing were distributed by the Metropolitan Division of The Salvation Army.

While donations are received all year long, the majority of the donations come during the holiday season.

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](http://www.salarmychicago.org) to register individually, as a group, or a business.

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](http://www.salarmychicago.org) or call 1-800-SAL-ARMY (1-800-825-2769).

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