



NEWS BRIEF

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FOR IMMEDIATE RELEASE

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THE SALVATION ARMY KICKS OFF 2011 RED KETTLE CAMPAIGN

On-line Red Kettles, Text to Give Offer Many Ways to Participate

November 17, 2011 –The familiar Red Kettles will hit streets and shopping areas throughout Chicagoland tomorrow.

The 2011 goal is to raise \$13 million. The Salvation Army receives nearly 70 percent of its yearly donations during the Red Kettle Campaign, which continues through Jan. 31, 2012. The funds are used not only to support Christmas programs and services, but to help The Salvation Army serve those in need throughout the entire year.

Last year during the holiday season, The Salvation Army served more than 112,000 people, distributing more than 17,000 food baskets, 37,000 articles of clothing and more than 80,000 toys.

Throughout the year, Red Kettle funds helped The Salvation Army's Metropolitan Division:

- provide 1.5 million meals to the hungry,
- serve 2,900 homeless at the Booth Lodge,
- provide emergency rent, mortgage, utility, clothing or utility assistance to 144,000 people in crisis,
- provide 28,000 child care days to low-income children, and more.

James Pajakowski, executive vice president of Global Risk Solutions for Protiviti, and a member of The Salvation Army Metropolitan Division Board, will chair the Army's Red Kettle campaign for a second year.

"I am honored to have been invited once again to head this year's campaign," said Pajakowski, who is based in Protiviti's Chicago office. "The Salvation Army is the largest direct provider of social services to those in need in the Chicagoland area. Times are still very tough out there. And more and more people are turning to the Army for help. I hope that people will find it in their hearts to support the red kettles again this year. The generosity of Chicagoans has never ceased to amaze me, even during tough times."

A recent Census Bureau study reported a record number of people living in poverty, 15 percent more than at any time since the 1950s. One in five is a child. And nearly one in six adults is experiencing sustained unemployment. Hardship continues to spread beyond urban areas with a growing number of poor in the suburbs. In some areas, The Salvation Army has seen requests for food increase by 200 percent.

For those wishing to donate at their computers, virtual Red Kettles are available on-line. **Donors can also host their own virtual red kettle** 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 through a simple on-line process.

Additionally, The Salvation Army is receiving donations through texting. **To make a \$10 donation text beashield** to the number **80888**.

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The Salvation Army officially kicked-off the Red Kettle campaign today at 5 p.m. at the 29th Annual Tree of Lights Ceremony in the Great Hall at Union Station. This festive celebration included musical performances by the cast of "A Christmas Story" holiday musical, the Sounds of Sweetness a cappella group from Walter Payton College Prep High School and the Salvation Army Brass Ensemble. The Tree of Lights Ceremony culminated in the lighting of an 18-foot-tall Christmas tree, generously donated by TreeTime Christmas Creations.

Red kettles will be on the streets through December 24th. The Red Kettle campaign, through online donations and other gifts, will continue through January 31, 2012.

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BACKGROUND:

The Salvation Army, an evangelical part of the universal Christian church established in 1865, has been supporting those in need in His name without discrimination for more than 130 years in the United States. 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. 89 cents of every dollar raised is used to support those services across Chicagoland. For more information, go to www.salvationarmyusa.org.