



NEWS BRIEF

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

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Contacts: Alyse Chadwick
Public Relations Specialist, Salvation Army Metropolitan Division
Alyse_Chadwick@usc.salvationarmy.org
773-205-3531 cell: 773-350-4313

LOCAL CELEBRITIES TO RING THE BELL FOR THE SALVATION ARMY RED KETTLE CAMPAIGN

Ringers Urge Holiday Shoppers to Donate to People in Need

WHAT: Throughout the holiday season, local celebrities will participate in The Salvation Army's annual Red Kettle Campaign by serving as bell ringers at our Celebrity Corner downtown at State and Washington Streets. Salvation Army Celebrity Bell Ringers help encourage Chicagoans to donate to our red kettles so that the Army can continue to provide much needed assistance to people in need.

The funds raised during the Christmas season represent nearly 70 percent of all the donations that make it possible to provide critical programs and services, such as nutritious meals for homeless people and seniors, emergency housing for families and individuals in crisis, disaster relief services and youth programming. The Army's 2011 Red Kettle Campaign goal is \$13 million.

Below is a list of Celebrity Bell Ringers for the **week of November 28**.

Thursday, December 1

WHO: **Southpaw**
Mascot, Chicago White Sox

WHEN: 11:30 a.m. – 1 p.m.

WHERE: Celebrity Corner
State and Washington Streets (right outside of Macy's)

Friday, December 2

WHO: **Bunny**
Goodnight Moon at the Chicago Children's Theatre

WHEN: 11 a.m. – 1 p.m.

WHERE: Celebrity Corner
State and Washington Streets (right outside of Macy's)

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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. 82 cents of every dollar raised is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.