



# NEWS BRIEF

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

## MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Contacts: Melanie Scofield

Director of Public Relations, Salvation Army Metropolitan Division

[Melanie\\_Scofield@usc.salvationarmy.org](mailto:Melanie_Scofield@usc.salvationarmy.org)

773-205-3254 cell: 708-289-9047

## THE SALVATION ARMY HOLDS ANNUAL STARLIGHTER LUNCHEON TO KICK-OFF ANNUAL RED KETTLE CHRISTMAS CAMPAIGN

*Corporate Award to be presented to Chicago Bulls and Chicago White Sox*

**WHAT:** Leaders from Chicago's business and philanthropic communities will come together to celebrate the season at The Salvation Army's annual Starlighter Luncheon, a festive kick-off to the annual Red Kettle campaign, which generates nearly 70 percent of the funds used year round to provide programs and services to people in need. This event recognizes The Salvation Army's friends and donors for their continued support. This year's campaign goal is \$13 million.

This year's Corporate Award will be presented to the Chicago Bulls and the Chicago White Sox in recognition of their many years of support to The Salvation Army Ray and the Ray and Joan Kroc Corps Community Center. Accepting the award will be Michael Reinsdorf, President and COO, Chicago Bulls.

Major sponsors of the event include Blue Cross Blue Shield of Illinois, the George & June Block Family Foundation, Navistar, Protiviti, the Illinois Policy Institute, Northern Trust, Antunovich and Associates, Bank of America, Grizzard, Paul and Carol Rigby, the Sidley Austin Foundation and The Sterno Group.

**WHEN:** **Thursday, November 17, 2011**  
**11 a.m. – 11:45 a.m. Reception**  
**11:45 – 1:15 p.m. Luncheon**

**WHERE:** **Blue Cross and Blue Shield of Illinois Building**  
30<sup>th</sup> Floor Event Center  
300 East Randolph Street, Chicago

**WHO:** Lt. Colonel Ralph Bukiewicz, Metropolitan Divisional Commander, The Salvation Army  
Michael Reinsdorf, President and COO, Chicago Bulls  
Phil Rogers, Master of Ceremonies, NBC5 Chicago  
Bruce Williamson, President, The Sterno Group  
James Pajakowski, 2011 Red Kettle Campaign Chair, Executive Vice President, Protiviti

### 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](http://www.salvationarmyusa.org).