



NEWS BRIEF

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

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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THE SALVATION ARMY 29th ANNUAL TREE OF LIGHTS CEREMONY TO KICK-OFF ANNUAL RED KETTLE CHRISTMAS CAMPAIGN

WHAT: Join The Salvation Army in kicking-off the holiday season at the 29th Annual Tree of Lights Ceremony on Thursday, November 17, in the Great Hall at Union Station.

This festive celebration will include 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. 2011 Red Kettle Campaign Chair James Pajakowski of Protiviti will kick off the campaign. The Tree of Lights Ceremony will culminate in the lighting of an 18-foot-tall Christmas tree, generously donated by TreeTime Christmas Creations.

The Tree of Lights Ceremony is free and open to the public, a joyous kick-off to the Christmas season and 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. Our iconic red kettles will hit the streets Friday, November 18.

WHEN: **Thursday, November 17, 2011**
Festivities begin at 5 p.m.
Program starts at 5:30 p.m.
Tree is illuminated a few minutes before 6 p.m.

WHERE: **Union Station, Great Hall**
210 S. Canal Street, Chicago
Entrance on Jackson Blvd.

WHO: Lt. Col. Ralph Bukiewicz, Metropolitan Divisional Commander, The Salvation Army
James Pajakowski, 2011 Red Kettle Campaign Chair, Protiviti
Cast of A Christmas Story, The Musical
Sounds of Sweetness, Walter Payton College Prep High School's Male A Cappella Ensemble
The Salvation Army Brass Ensemble

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.

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