



The Salvation Army
Canada and Bermuda
Alberta and Northern Territories

Public Relations & Development

9618-101 A Avenue Edmonton AB T5K 0C7
Tel: (780) 423-2111

www.SalvationArmy.ca

For Immediate Release:

Backpack program for low-income families aims to ease the financial stress of back to school shopping

Edmonton, AB – August 8, 2018 – The Salvation Army’s Backpack Program aims to ease the pressure of back-to-school shopping on Edmonton families living on a low-income or tight budget. The backpacks are filled with school supplies for students in classes ranging from kindergarten to grade 12. Families can register by calling **780-424-9222 ext. 315** or by emailing **Cheryl_Brown@can.salvationarmy.org**. Registration ends Friday, August 10, 2018.

“We understand it’s a tough time of year for parents living on a tight budget,” says Major Al Hoeft, Divisional Secretary for Public Relations & Development. “This program is about making sure that all children have everything they need for a successful year.”

There will be four locations around the city designated as pick-up spots.

Last year The Salvation Army, in partnership with the United Way, distributed 1000 backpacks for pre-registered students throughout Edmonton with the number of registrants expected to increase for 2018.

Please note: You will need to bring photo identification for yourself and identification (such as Alberta Health Card, Birth Certificate) for each child you register when you pick up your backpack order. If you are picking up for someone else’s child(ren), you must have a note signed by the parent with a copy of their photo identification.

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become the largest non-governmental direct provider of social services in the country. The Salvation Army gives hope and support to vulnerable people in 400 communities across Canada and in 130 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, providing shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction. When you give to The Salvation Army, you are investing in the future of marginalized and overlooked people in your community.