



**The Salvation Army**  
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## **For Immediate Release:**

# **General Rick Hillier Helps Launch The Salvation Army's Christmas Kettle Campaign**

**Edmonton, AB – November 9, 2018** – The Salvation Army in Edmonton is launching their annual Christmas Kettle Campaign at the Hope in the City luncheon on Wednesday, November 14 with guest speaker, General Rick Hillier (Ret).

“We are honoured to have General Hillier speak at our event this year,” says Major Al Hoeft, Divisional Secretary for Public Relations and Development. “He’s a great leader and a great Canadian.”

“The relationship between the military and The Salvation Army goes back a long time, and we could think of no better speaker to join us as we celebrate our 125<sup>th</sup> year of service in Edmonton.”

The Hope in the City Luncheon is a key part of The Salvation Army’s annual Christmas Kettle Campaign, which aims to raise \$550,000 this year to support local year-round programs and services, including afterschool programs, counselling, hot meals, Christmas hampers, back-to-school supplies, senior’s programs, and more.

The Christmas Kettle Campaign runs November 12 to December 24.

The Salvation Army would like to thank their presenting sponsor, Flaman, for helping to make this event a success.