



**The Salvation Army**  
Canada and Bermuda  
Alberta and Northern Territories

**Public Relations & Development**

3060 – 17<sup>th</sup> Avenue SW, Calgary, AB T3E 7G8  
Tel: (403) 410-1112

[www.SalvationArmy.ca](http://www.SalvationArmy.ca)

**For Immediate Release:**

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

**Calgary, AB – November 21, 2018** – The Salvation Army will kick off their 2018 Christmas Kettle Campaign at the Hope in the City luncheon on Friday, November 23 from 12 – 1 :30 p.m. at the Hyatt Regency, 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. “His insights and experiences on leadership will no doubt inspire our guests, and greatly impact them. He is a great leader, and a great Canadian.”

The sold out fundraising luncheon is a key part of The Salvation Army's annual Christmas Kettle Campaign, which aims to raise \$1,000,000 this year to support local, year-round programs and services, including ESL classes, hot meals, food programs, Christmas and toy hampers, back-to-school supplies, job search programs, and more.

The Salvation Army has been serving Calgary since 1887, and will continue to be there for any person who needs them. To learn more, please visit [SalvationArmy.ca/alberta](http://SalvationArmy.ca/alberta).

The Salvation Army would like to thank Wood Automotive Group, Remington Developments, and GDI Services Canada for helping to make this event a success.

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 131 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life. When you give to The Salvation Army, you are investing in the future of marginalized and overlooked people in your community.