



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

**Public Relations & Development**

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## **For Immediate Release:**

### **Salvation Army Kettles Are Going Hi-Tech in 2018**

**Edmonton, AB – November 27, 2018** – Just in time for Giving Tuesday, making a donation at a Salvation Army Kettle won't have people scrambling for spare change at the bottom of their purses or pockets anymore. Kettles are going "hi-tech" this year with many locations accepting debit and credit card donations to make giving easier.

"Many people just don't carry cash anymore, and we know we've lost out on donations," says Major Al Hoeft, Divisional Secretary for Public Relations and Development. "We've listened to that feedback and are bringing in interac machines for 15 of our locations in Edmonton to accept debit and credit card donations. It's another way people can give to our campaign and help change lives."

Although they don't track how many people wanted to donate with their debit or credit card over past campaigns, it is something that came up more and more. Up until now, the only options were cash or cheque, or online at [FillTheKettle.com](http://FillTheKettle.com), which has been popular and will remain part of the campaign.

The Salvation Army in Edmonton is hoping they can reach their \$550,000 goal faster by having debit and credit card donation options right at the Kettles. All Kettle donations stay local to support their year-round programs and services, as well as Christmas assistance, to individuals and families in need.

The campaign runs November 12 through to December 24. Anyone who has a few hours to spare can sign-up for a Kettle shift at [yegkettles.ca](http://yegkettles.ca) or by calling 780-412-2627, as Kettle volunteers are always needed.

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 vulnerable people in your community.