

MEDIA ADVISORY

Local Charity Celebrates a Sweet Day

Abbotsford, B.C. (Jun 3, 2020) – Friday, June 05th marks the sweetest day of the year for The Salvation Army.

It's been over 100 years since our 'Doughnut Ladies' courageously served soldiers on the frontlines of the First World War. National Doughnut Day was established in 1938 to honour and recognize their bravery, as well as the bravery of our veterans.

Doughnuts will be served this Friday to celebrate! We invite our media friends to come by, have a doughnut and hear about the Army's sweetest day of the year. Interviews are available with officers.

WHY: Celebrating National Doughnut Day
WHEN: Friday, June 05 – from 1:30pm to 2:30pm
WHERE: Parking Lot, Sevenoaks Shopping Centre, west end facing South Fraser Way (32900 South Fraser Way, Abbotsford)
WHO: Salvation Army officers and Army mascot, Sally Ann

Pre-scheduled interview opportunities available

This special day has an even larger significance this year, with the thousands and thousands of essential workers serving on the frontlines during the COVID-19 pandemic. We thank them as well for their service and commitment.

"We don't want people to forget the sacrifices made by our veterans," says spokesperson Mike Leland. "National Doughnut Day is a reminder that they have made and continue to make a commitment to protect us each and every day."

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About The Salvation Army:

The Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest providers of social services in the country. In over 56 communities in B.C. and 400 communities across Canada, we share the love of Jesus Christ, provide practical, compassionate support to meet basic human needs and work to be a transforming influence in the communities of our world. With your support, we give people hope today and every day.

SalvationArmy.ca

For more information:

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BACKGROUNDER



Giving
Hope
Today

The Story of the Doughnut Girls

The Women Who Fried Doughnuts and Dodged Bombs on the Front Lines of WWI

In 1917, Salvation Army Officers and volunteers were sent to France to aid soldiers fighting in ‘the war to end all wars’. In their efforts to encourage and assist the troops they initially offered the same wholesome activities they’d provided at home; religious services, the playing of music, hot cocoa and fudge.

Following 36 dreadful days of steady rain on the front, two young Salvation Army women decided that what the demoralized troops needed was something that reminded them of the sweetness of home.

They quickly got to work and gathered excess rations for dough and shell casings for makeshift rolling pins. They filled a soldier’s helmet with lard and fried braided crullers. The donuts were simple in flavor made with only a handful of ingredients but instantly became a hit. The gloriously fragrant smell of frying doughnuts drew the soldiers in and word went out, “If you’re hungry and broke, you can get something to eat at The Salvation Army.”

“Before the war I felt that The Salvation Army was composed of a well-meaning lot of cranks. Now what help I can give them is theirs,” wrote Theodore Roosevelt Jr., son of the former US president, after serving in France.

These dear women often risked their own lives in the service of others and provided such a helpful service; a nice break from the atrocities of war. Their presence was very powerful.

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