

MEDIA ADVISORY



BC's Salvation Army Kicks Off 131st Christmas Kettle Campaign on November 19

Vancouver, B.C. (November 10, 2021) – The Salvation Army's BC Division will be hosting a celebration in downtown Vancouver to kick off the 131st annual Christmas Kettle Campaign fundraiser, on Friday, November 19. Please join us for some early Christmas cheer - enjoy a mug of hot chocolate and take in the sounds of holiday favourites played by our talented brass band! Look for us behind the 10 Red Kettles!

- What:** 2021 Christmas Kettle Campaign Kick Off Event
Date: Friday, November 19, 2021
Time: 11:30 a.m. to 2 p.m.
Where: Vancouver Art Galley North Plaza (facing Georgia Street)
Who: Salvation Army personnel will be on-hand to share how funds raised in our community, stay in our community and provide individuals and families with the basic necessities of life, such as food, clothing and shelter.
Why: One-in-11 Canadians live in poverty, struggling to make ends meet. Add to that, the challenges brought on by COVID-19, and our work is more critical now than ever.

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About The Salvation Army:

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 today and every day in 400 communities across Canada and more than 130 countries around the world.

SalvationArmy.ca

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