

Media Release



Giving
Hope
Today

Victoria Drives Thru to Drop Off Donations ***28th Annual CHEK Drive-Thru & Telethon Supports Salvation Army***

Victoria, B.C. (Dec. 13) – From Thursday December 9 to Saturday December 11 residents of Victoria and Nanaimo opened their hearts, and trunks of their cars, as they drove thru and dropped off donations of toys, food, and funds at the CHEK Drive-Thru & Telethon to support The Salvation Army.

In total over 2000 toys were collected and \$76,000 was raised in cash donations, all of which will stay right here to help ensure families in need will not go without this Christmas.

“I am so amazed at the generosity of Islanders,” says Patricia Mamic with The Salvation Army. “With everything going on across the province these days, they still showed up and gave from their hearts and helped us have one of our best years yet.”

For The Salvation Army and CHEK News it was great to return to the in-person event after the pandemic forced the fundraiser to go virtual last year. Now they can have people go directly into the Toy Shop, a place where families in need can browse through and select the gifts they want for their children. The funds will also help purchase much-needed food security for families this Christmas.

“On behalf of everyone at CHEK, we want to sincerely thank all of our viewers who donated,” said Rob Germain, CHEK General Manager. “Everyone who gave by phone, online or in-person has helped make this season a little bit brighter. Thank you to our partners at The Salvation Army and the volunteers who make the Drive Thru possible.”

The event, which was celebrating its 28th anniversary, was accepting donations at three locations. The Salvation Army Citadel in Saanich, the Thrifty Foods at the Belmont Market in the Westshore, and people in Nanaimo had the option to drop off their gift at the Steve Marshall Ford dealership, in Nanaimo.

Donors who stopped by Friday evening were able to catch the CHEK News team do a special live broadcast on location, enjoy the classic sounds of The Salvation Army brass band, and take a photo with the lovable mascot Sally Ann. At the Citadel volunteers gathered all the donated gifts and placed them around the Tree of Toys. Supporters also had the option to call in and make their donation through the call centre.

“We can’t do this work without partners like CHEK News. They really care about their community, and we cannot thank them enough for all they do for the community,” says Mamic

Those seeking assistance this Christmas can contact their local Salvation Army for more information. Anyone wishing to support the event can still go online and donate salvationarmy.ca/chekchristmasdrivethru.

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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. For more information visit SalvationArmy.ca

For more information:

Patricia Mamic
250-888-1436