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**PRESS RELEASE**

**Local Charity kicks off Christmas Season with Ambitious Goal**

**[Location], B.C. (Date)** – Launching its largest national fundraising campaign of the year at the **[Location]**, The Salvation Army marks the start of the Christmas season with its annual Christmas Kettle Campaign.

For the next six weeks, a sea of red kettles will line the streets in communities across the province, including **[location]**. With a goal of raising **[$4 million dollars]**, the campaign provides vital funds to feed, clothe and shelter individuals and families in need of support this season, and throughout the year.

“With the flashing bright lights and festive activities during Christmastime, it’s easy to forget how tough this time of the year may be for some people,” says Salvation Army spokesperson [NAME]. With more people than ever living at or below the poverty line, the face of poverty is changing, especially here in B.C. The demand for Salvation Army programs and services has never been higher, “says [Spokesperson].”

Every donation to a Christmas kettle remains in the community in which it was given in order to meet local needs. The Salvation Army relies on the generous support from the community to provide life changing, innovative programming and education to assist individuals and families find a way out of poverty permanently.

**HOW YOU CAN HELP:**

**Volunteer:** Contact your local Salvation Army office or visit us at <http://www.salvationarmy.ca/volunteer/volunteer-with-us/>

**Donate Online or by Phone:** salvationarmy.ca FilltheKettle.com or call 1 800 SAL ARMY

**Donate Locally:** Donate at one of the many kettle or Salvation Army office locations across the province

**- 30 -**

By giving people hope, we transform the lives of British Columbians today and every day. Last year, The Salvation Army helped over 1.9 million people in need.The Salvation 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. Working in over 55 communities in B.C. and 400 communities across Canada we provide practical, compassionate support to meet basic human needs.

***SalvationArmy****.ca +* ***FilltheKettle****.com*

**PUBLIC RELATIONS CONTACTS:**

Mike Leland

Mike\_Leland@can.salvationarmy.org

c. (604)375-4042