**MEDIA Release**

**Santa Leads The Way in Annual Running Event to Support Families in Need.**

**Vancouver, B.C. (Dec. 1)** – The skies were brightened as more than 800 festively dressed Shufflers of every age gathered with the jolly man himself at Lumberman’s Arch in Stanley Park this morning to run, walk and jingle in support of those in need in our community.

The Santa Shuffle 5K run and 1K walk, presented by The Running Room, is an annual event that raises funds to assist the 1 in 10 British Columbians living in poverty. This year the Vancouver event has raised more than $20,000 in registration and pledges. These funds will help The Salvation Army provide holiday assistance and feed, clothe and shelter individuals and families in need of support over the Christmas season and throughout the entire year. Last year, The Salvation Army helped over 1.7 million people seeking assistance.

The Santa Shuffle is in its 28th year and takes place on the first Saturday in December in 38 communities across the country. Last year more than 16,000 participants ‘shuffled’ nationally and raised in excess of $650,000.

“This is a wonderful holiday event. It’s truly about the spirit of giving; families helping families and kids helping kids. All of us, no matter what age, can make a difference in someone else’s life.” says spokesperson Mike Leland.

**TO BE A HERO FOR HOPE YOU CAN:**

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

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

**Volunteer:** Contact your local Salvation Army office or visit us at
[salvationarmy.ca/volunteer/volunteer-with-us](http://www.salvationarmy.ca/volunteer/volunteer-with-us/)

More information about the work of The Salvation Army can be found in our Annual Review at: [salvationarmy.ca/annual-report-2017-2018](https://salvationarmy.ca/annual-report-2017-2018/).

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**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 400 communities across Canada and more than 120 countries around the world, we provide practical, compassionate support to meet basic human needs. By giving people hope, we transform the lives of British Columbians today and every day.

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

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