



NEWS BRIEF

The Salvation Army Metropolitan Division • 5040 N. Pulaski Road •

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GOLD COIN DROPPED INTO SALVATION ARMY RED KETTLE IN SOUTH SUBURB; A FIRST FOR RED KETTLE CAMPAIGN

Each gold coin will be matched in value by anonymous donor

December 16, 2010 (Chicago) – A one-ounce Canadian gold coin has been dropped into a Salvation Army Red Kettle in South Holland. This is the first time the Salvation Army has received a gold coin in the South Suburbs. This coin has an estimated value of \$400 which will be matched by an anonymous donor, bringing the total value of the donation to \$800.

Gold coins found in Salvation Army Red Kettles have become a much-anticipated holiday tradition of giving in Chicago and surrounding suburbs.

This year, gold coins are worth double their actual value. For the first time, a generous donor who wishes to remain anonymous has offered to match any gold coins found in Salvation Army Red Kettles throughout the Chicago Metropolitan Division up to 100 coins. The donor hopes that the gesture will inspire other individuals or companies to offer their own match. This Canadian coin is the eighth coin that has been donated to Red Kettles in the Chicago area.

“This is a first for the South Side and for the Kroc Center Corps Red Kettle Campaign,” said Major Dave Harvey, administrator for the Salvation Army Ray and Joan Kroc Corps Community Center of Chicago. “This gold coin has been dropped into a bucket to help make a world of change through this project, what a blessing.”

(MORE)

ADD 1/GOLD COIN DROPPED IN RED KETTLE IN EVANSTON

In the continuing economic downturn, more and more people are turning to The Salvation Army for assistance. Feeding the needy continues to be one of the primary uses for Red Kettle donations. Emergency food requests are up across the Chicago region.

The Salvation Army's Metropolitan Division serves more than 112,000 people during the holiday season, and delivers more than 20,000 food baskets, 60,000 articles of clothing and more than 80,000 toys.

"Every donation, however small, helps us provide critical assistance such as food and emergency shelter to needy individuals," said Lt. Col. Ralph Bukiewicz, commander of the Metropolitan Division of The Salvation Army. "Donations to the Red Kettles not only support the services we provide at Christmas time, but throughout the entire year."

The philanthropic tradition of dropping gold coins into Salvation Army kettles actually began right here in Chicago and dates back 24 years, when the first gold coin was deposited in McHenry County. Since then, The Salvation Army has received more than 400 gold coins of every type and description from anonymous donors.

The familiar Red Kettles will disappear from the streets on December 24. However, the Red Kettle campaign will continue through January 31, 2011.

For those wishing to donate at their computers, virtual Red Kettles are available on-line. Donors can host a virtual Red Kettle, or sponsor a Red Kettle team, by going to The Salvation Army Metropolitan Division web site at www.salarmychicago.org. Visitors to the site can register individually, as a group, or a business by completing a simple registration form.

The Salvation Army Metropolitan Division serves people in need in Greater Chicago, northern Illinois and northwestern Indiana. Among the assistance provided are youth programs; early childhood development services; feeding programs for homeless adults, children and seniors; emergency lodging for families and individuals in crisis; disaster relief; senior housing; spiritual counseling and substance abuse rehabilitation programs. For more information about The Salvation Army Metropolitan Division or to donate or volunteer, please visit www.salarmychicago.org or call 1-800-SAL-ARMY (1-800-825-2769).

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