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Media Advisory:

THE SALVATION ARMY SANTA SHUFFLE

Calgary, AB – December 2, 2011 – On Saturday, December 3rd thousands of Canadians will run or walk in The Salvation Army Santa Shuffle across 39 cities. This annual event raises money to help vulnerable children and families living in poverty. It takes place at Eau Claire Market for a 5km fun run and 1 km elf walk family fun event. The festivities start at 9:30 a.m. with Santa leading the race at 10:00 a.m, and the event ending at 11:30am. We would like to extend an invitation to all media outlets, to come down for photo opportunities with local personalities and the hundreds of runners that will be participating in this year's run.

WHEN: Saturday, December 3rd (9:30am to 12:00 noon)

WHERE: Eau Claire Market
229 Barclay Parade SW

WHAT: An annual event that raises money to help vulnerable children and families living in poverty.

For more information, contact:

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The Salvation Army is an International Christian organization that started work in Canada in 1882 and now works in over 120 countries. The Salvation Army is the largest non-governmental direct provider of social services in Canada. When you give to The Salvation Army, you are Giving Hope Today and investing in the future of marginalized and overlooked people in your community.

For more information about the work of The Salvation Army visit www.ab.salvationarmy.ca.