

**Public Relations & Development**  
200, 1731 29 Street SW  
Calgary, AB T3C 1M6  
Ph: 403.410.1120 Fax: 403.410.1091



**Public Service Announcement:**

**HELP THOSE LESS FORTUNATE STAY WARM THIS SEASON**

**Calgary, AB –October 5, 2011** – Fall colors are here and the leaves are falling, and with that the temperature falls. The Salvation Army needs your help to help keep those less fortunate warm as cold weather approaches. Please drop off your new or gently used winter coats to any of the three Salvation Army locations by the end of October and know you're keeping someone warm as fall approaches: The Centre of Hope @ 420 9<sup>th</sup> Avenue SE, Community Support Services @ 1826 36<sup>th</sup> Street SE and The Salvation Army Village @ 1731 29<sup>th</sup> Street SW.

**WHEN:** Until October 31, 2011

**WHERE:** The Centre of Hope @ 420 9<sup>th</sup> Avenue SE,  
Community Support Services @ 1826 36<sup>th</sup> Street SE  
The Salvation Army Village @ 1731 29<sup>th</sup> Street SW

**WHAT:** The Salvation Army is asking Calgarians to drop off their new or gently used winter coats this season to help those less fortunate.

For more information, contact:

Captain Pam Goodyear  
Tel – (403) 410-1115  
Cell – (403) 874-9413  
Pam\_Goodyear@can.salvationarmy.org

---

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](http://www.ab.salvationarmy.ca).