

**FOR IMMEDIATE RELEASE**  
**December 8, 2011**



## **The Salvation Army Faces Critical Shortage**

**Edmonton, December 8, 2011** – 20 days into the annual Christmas Kettle Campaign, The Salvation Army is appealing to the public for help. As of Monday, December 5<sup>th</sup>, The Salvation Army has raised just over \$107,000. This leaves The Salvation Army with the difficult task of raising over \$342,000 in 16 days to reach their goal of \$450,000.

“We have a shortage of volunteers, which means that there are still 686 2-hour shifts unmanned from the 1170 shifts we need to run our campaign,” explains Chrissy Walli, volunteer coordinator for The Salvation Army.

The \$450,000 goal is based on need, and projections of the cost to run programs. This goal will help assist Edmonton and area families at Christmas time and throughout the year. “The money allows us to provide families with necessities like food, clothing and shelter,” says Karen Diaper, of The Salvation Army. The money also helps fund programs such as counseling, seniors’ programming, children’s camps and life and parenting skills.

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.

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