FOR IMMEDIATE RELEASE
December 2, 2011

FIGHT POVERY – ONE STEP AT A TIME

Red Deer, AB, December 3, 2011 – For the first time, The Salvation Army is holding their Santa Shuffle fun run in Red Deer, in conjunction with the Running Room. Over 100 runners and walkers will be participating in this event to raise funds for the work of The Salvation Army at Christmas time.

When	Saturday December 3, 2011, 9.30am
Where	Running Room, 169-2004 50 Avenue, Red Deer, AB

"We have seen a tremendous response already to this new run," shares Major Larry Bridger of The Salvation Army. "We are grateful to the Running Room and All Weather Windows for their support of this great event." This year sees the 21st anniversary of the Santa Shuffle; a race that started in Edmonton and has since grown to 39 communities across Canada. We are excited to announce that this year we have All Weather Windows on board as a National Presenting Sponsor at the race in Edmonton, and across the country.

This annual event raises money to help vulnerable children and families living in poverty. Become our partner and help change people's lives, one step at a time.

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, contact:

Major Larry Bridger
The Salvation Army
Tel – 403-392-7762
ab.SalvationArmy.ca

-30-