

## MEDIA Advisory



Giving  
Hope  
Today

### 127 Year Old Program Kicks-off With Some Flare

**Victoria, B.C. (Nov. 20, 2017)** – The Uptown Mall will be swallowed in a sea of red this Saturday as celebrities from the entertainment, sports, and political arena help kick off the 127<sup>th</sup> annual Salvation Army Red Kettle Campaign.

Alongside the celebrities, festive entertainment will be on display to kick-off the season right. The public is encouraged to stop by to drop off their donation, ring the bells and be a *Hero for Hope* for those in need of assistance.

*We invite the media down to join us. Photo-ops and interviews available*

**Where:** Uptown Town Plaza Square

**When:** November 25, 2017 / 11:00 am to 2:00 pm

**Who:** Sally Ann spokespeople, local celebrities, athletes, government officials, mascots, bands, etc.

For the next six weeks, the iconic red kettles will line the streets in over 40 communities across the province. With a goal of raising \$225,000 locally and \$4 million dollars provincially, the campaign provides vital funds to feed, clothe and shelter individuals and families in need of support this season and throughout the year.

You won't want to miss this exciting event! Join us as we take photos with celebs, enjoy some hot chocolate, take in the holiday festivities and make a difference in the lives of others in our community.

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**About The Salvation Army** is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest providers of social services in the country. Working in 400 communities across Canada and more than 120 countries around the world, we provide practical, compassionate support to meet basic human needs. By giving people hope, we transform lives of British Columbians today and every day.

***SalvationArmy.ca + FilltheKettle.com***

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