



NEWS RELEASE

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Blue Bridge Lights Turn Red November 8th as Red Kettle Campaign Begins in Kent County

GRAND RAPIDS, Mich. (October 23, 2024) –Join The Salvation Army as they kick off the holiday giving season November 8th at their Red Kettle Kick-Off in downtown Grand Rapids. The event, which is free and open to the public, will be held on the Blue Bridge from 5-6 p.m. and the bridge lights will turn from blue to red at dusk.

Enjoy holiday favorites from and the Salvation Army Grand Rapids Fulton Heights Citadel Brass Band and a special performance from The Potter House Gospel Choir. The Salvation Army canteen will also be at the event and there will be free coffee, hot chocolate, and donuts available.

“While we are most visible at Christmas, we operate numerous programs that help those in need year-round,” said Major Tim Meyer, Divisional Secretary for the Grand Valley Area Command. “This is our main fundraiser of the entire year so it’s crucial we raise as much as possible so we can continue to support our programs.”

Those programs include:

- An emergency food pantry
- Housing and Utilities assistance
- One of the county’s largest seniors’ programs, which has been assessed and approved by the Area Agency on Aging of West Michigan
- Pathway of Hope program which helps families break the cycle of generational poverty.
- And programs to help individuals with substance abuse.

Along with donations, you can also help The Salvation Army by signing up as volunteer bell ringer which are desperately needed. For more information go to <https://www.registertoring.com> or contact your local Salvation Army.

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About The Salvation Army:

In 2023, The Salvation Army in Kent County helped provide 8,814 meals to senior citizens, 11,423 individuals with groceries, 8,308 households obtain or maintain housing, 892 households with utility assistance, approximately 300 people with recovery outpatient and life-saving detox experiences and served 1,751

households as part of Christmas assistance. Nationally, the Salvation Army uses \$.86 of every dollar raised to provide direct services to people in need. For more information, go to www.sakentcounty.org.