



NEWS RELEASE

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The Salvation Army Announces 2023 Red Kettle Campaign November 10 on Blue Bridge in Grand Rapids

GRAND RAPIDS, Mich. (November 10, 2023) – The Salvation Army Red Kettle Campaign will kick-off at 5:00 p.m., November 10th in Kent County. The event will be held on the Blue Bridge in downtown Grand Rapids and the public is encouraged to attend. This year's theme is "Love Beyond Christmas."

Those scheduled to attend include:

- Former State Representative and 2023 Christmas Chair Lynn Afendoulis
- Grand Rapids Advisory Board members including Kent County Treasurer Peter MacGregor
- The Salvation Army Grand Rapids Fulton Heights Citadel Brass Ensemble and songsters, playing holiday favorites.

The Salvation Army canteen will also be on site, serving coffee, hot chocolate and donuts for attendees and Grand Valley Area Commander Major Tim Meyer will lead everyone in a Ceremonial First Bell Ring.

Funds raised during the kettle campaign not only help provide thousands with presents and gift cards at Christmas, but also support year-round programs.

Programs including;

- 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 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. For more information go to <https://www.registertoring.com> or contact your local Salvation Army.

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About The Salvation Army

Founded in 1865, The Salvation Army is a faith-based, non-profit organization dedicated to serving people in need without discrimination. In 2022, The Salvation Army in Kent County helped provide 7,714 meals to senior citizens, 7,058 individuals with groceries, 6,677 households obtain or maintain housing, 971 households with utility assistance, 1,674 in recovery outpatient services, 713 life-saving detox experiences, and 13,868 toys, 1006 teen gift cards, serving 1,524 households as part of Christmas assistance. 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