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**Editor's Note:** Media are invited to attend the annual community event on Thursday, Nov. 14, at the Royal Park Hotel located at 600 E. University Dr. in Rochester. Photo and interview opportunities will be available at 9:30 a.m.

**The Salvation Army of Metro Detroit and The Royal Park Hotel  
Partner for 16<sup>th</sup> Year to Ring in the Season for Families in Need**

*Charitable community event to be held on Nov. 14*

**SOUTHFIELD, Mich., (Nov. 12, 2024)** — [The Salvation Army of Metro Detroit](#) and [The Royal Park Hotel](#) will officially kick off the season of giving with *Ring in the Season*, a charitable community event at 9:30 a.m. on Thursday, Nov. 14 at the boutique hotel located at 600 E. University Dr. in Rochester.

Open to the public, Ring in the Season will comprise of festive Christmas décor adorning the boutique hotel lobby, a handbell performance by Detroit Bell Ensemble and special door prizes including a night at The Royal Park Hotel, tickets to the Trans-Siberian Orchestra, exclusive gifts from local businesses and more.

For the past 16 years, the hotel and the nonprofit have come together to spread Christmas cheer and help families in need across northern Oakland County.

"As we kick off the holiday season, The Salvation Army is grateful for its ongoing partnership with The Royal Park Hotel and our shared commitment to meeting the needs of our community's most vulnerable," said Major Charlotte Hall, general secretary and metro Detroit area commander for The Salvation Army Great Lakes Division. "Thanks to the generosity of The Royal Park Hotel, local partners, and community members, we're better able to lift up those who need it most during the season of giving."

The Royal Park Hotel will continue to provide visitors and guests with opportunities to support The Salvation Army, these include:

- The David W. Elliott Memorial Foundation will generously contribute a \$5,000 matching donation to help those in need;
- For every dessert sold at the hotel's restaurant, Park 600, \$1 will support The Salvation Army;
- Purchase your Thanksgiving To-Go and for an additional \$25, you can opt in to feed a family of four;
- Selecting a mitten ornament from the hotel's Christmas tree. Each ornament features a QR code that allows individuals to make a virtual red kettle donation;
- A countertop red kettle will be stationed at the front desk of the hotel.

"Our partnership with The Salvation Army is a powerful reminder of what we can achieve when we come together as a community," said Danielle Gilligan, general manager of The Royal Park Hotel. "As we enter this season of giving, we're inspired by those who continue to step up and support their neighbors in need like The Salvation Army. It's a privilege to be part of something that brings hope and relief to so many, and we're excited to see our community's generosity make a difference for the 16th year."

For more information about The Salvation Army of Metro Detroit's 2024 Red Kettle Christmas Campaign, visit [SAmetrodetroit.org](https://www.SAmetrodetroit.org).

### **About The Salvation Army**

Founded by William and Catherine Booth in London, England in 1865, The Salvation Army is a faith-based, non-profit organization dedicated to serving people in need without discrimination. This past year, The Salvation Army of Metro Detroit was involved in providing 2,509,655 meals and 447,374 nights of shelter for the homeless. The Salvation Army of Metro Detroit uses \$.83 of every dollar raised to provide direct services to people in need each and every day of the year. For more information about The Salvation Army, please call 877-SAL-MICH, or visit us at [SAmetrodetroit.org](https://www.SAmetrodetroit.org).

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