



DOING THE
MOST GOOD™

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The Salvation Army Midland Division Offering Christmas Assistance to Help Rescue Christmas

SAINT LOUIS, MO. (October 22, 2020) – This year, millions of Americans have been impacted by COVID-19 and are experiencing unprecedented need. The Salvation Army has responded and will continue to respond, in order to serve the evolving needs of the most vulnerable. As we look ahead to the holiday season, we know the need will only continue to grow, as will the need for financial support.

The holidays bring added financial and emotional stress to families and individuals. From gifts for children in need to special meals for those who would otherwise go without fellowship on the holidays and meeting other basic needs - we aim to Rescue Christmas this holiday season.

The Salvation Army helps make spirits brighter at Christmas through numerous programs:

- **Adopt-a-family program** – Adopt a family in need and help them have a better Christmas.
- **Red Kettles** – These iconic red kettles signal the start of the holiday season. Donations collected in these buckets support the services in your neighborhood.
- **Angel Tree** – When you're struggling financially to care for your family, holiday gifts are often not feasible. The Salvation Army Angel Tree program allows donors to purchase gifts and clothes for families in need, making their holidays brighter.

The Salvation Army is accepting online applications for St. Louis City and County residents until October 30th or until all 2020 slots are filled. Since the start of the application process on October 1st over 3,000 families have submitted their requests for assistance during the holiday season. In 2019, during the entire season just over 1,400 people applied.

Individuals and families wanting to apply for Christmas assistance can log onto salarmymidland.org to find out more information or apply.

About The Salvation Army

The Salvation Army annually helps more than 23 million Americans overcome poverty, addiction and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, and clothing and shelter for people in need, The Salvation Army is doing the most good at 7,600 centers of operation around the country. In the first-ever listing of "America's Favorite Charities" by *The Chronicle of Philanthropy*, The Salvation Army ranked as the country's largest privately funded, direct-service nonprofit. For more information, visit SalArmyMidland.org. Follow us on Twitter @SalAqrmyMidlands and #DoingTheMostGood #RescueChristmas.

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