



NEWS RELEASE

THE SALVATION ARMY • 1215 FULTON STREET EAST, GRAND RAPIDS, MI 49503-3849 • 616.459.3433

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Media Contact:

Merri Bennett

Divisional PR Coordinator, The Salvation Army Great Lakes Division

merri.bennett@usc.salvationarmy.org

THE SALVATION ARMY CHRISTMAS ASSISTANCE APPLICATION PERIOD OPENS SEPTEMBER 30

GRAND RAPIDS, Mich. (September 23, 2024) – Even though temperatures are still in 70's, it's not too soon to get ready for the holiday season. The Salvation Army in Kent County has announced the application period for Christmas assistance will open Monday September 30. The program helps provide Christmas gifts for thousands of children and individuals across West Michigan each year. The application registration period runs through December 2.

Last year The Salvation Army of Kent County distributed more than 17,000 toys and gift cards to more than 4,000 children and expects to help even more families this year. However in addition to Christmas assistance, The Salvation Army operates numerous programs year-round that include:

- An emergency food pantry which has seen a 400% percent increase in those served over the past several years.
- One of the county's largest seniors' programs, which has been assessed and approved by the Area Agency on Aging of West Michigan.
- Housing and Utilities assistance.
- Pathway of Hope which helps families break the cycle of generational poverty.
- As well as programs to help individuals with substance abuse.

To apply go to sakentcounty.org.

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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, thousands in recovery outpatient services 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.