



# NEWS RELEASE

---

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

## FOR IMMEDIATE RELEASE

### Media Contact:

Merri Bennett

Public Relations Coordinator, The Salvation Army Great Lakes Division

**p: 616-459-3433 x 1111**

[merri.bennett@usc.salvationarmy.org](mailto:merri.bennett@usc.salvationarmy.org)

### **Christmas in July with the West Michigan Whitecaps Game to benefit Angel Tree Program**

**GRAND RAPIDS, Mich. (July 19, 2024)** – Christmas may be five months away, but the Salvation Army in Kent County has already started prepping for the holiday season. The nonprofit has partnered with the West Michigan Whitecaps to celebrate Christmas in July at 6:30 p.m. July 25<sup>th</sup>. The event will also serve as toy drive for the 2024 Angel Tree program which is sponsored by WOOD-TV.

If attendees bring a new board/card game or puzzle, they will receive \$2 off the ticket price. The ticket must be purchased at the stadium on game day, and not ahead of time. Angel Tree collection bins will be placed outside of stadium entrances.

The National Anthem will be performed by the Salvation Army Brass Band and the first pitch will be thrown by Salvation Army Advisory Board Chairman Steve Watkins.

Sponsors include, Terrino Homes, and numerous Board members however sponsorships are still available. For more information go to [sakentcounty.org](http://sakentcounty.org) or contact Development Director Cathy Blackburn [Cathy.Blackburn@usc.salvationarmy.org](mailto:Cathy.Blackburn@usc.salvationarmy.org).

Money raised will help fund Salvation Army Community Services programs including an emergency food pantry and Pathway of Hope, which helps families break the cycle of generational poverty.

###

## **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. 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](http://www.sakentcounty.org)