

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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The Salvation Army Announces Mobile Phone Texting Options for Christmas Campaign Donations.

Mobile giving to compliment other, more “traditional” donation channels

Grand Rapids, MI November 19, 2010 – In an effort to provide an additional way to make donations this Christmas season, The Salvation Army recently introduced a program to accept donations via text messaging. This program will compliment other donation channels currently in place such as the traditional Red Kettle, a toll-free telephone donation line and on-line web donations.

“We are thrilled with the addition of a simple and convenient program the public can utilize to participate in our Christmas Campaign,” said Kent County Coordinator Major Ralph Hansen. “Mobile giving perfectly complements the other donation channels we have had in place for some time,” The Major added.

From any text messaging-enabled phone, the process is extremely simple. If the public wishes to donate \$5.00 to The Salvation Army, they can text the word “ANGEL” to 85944. If the public wishes to donate \$10.00, they can simply text the word “SHINE” to 85944. Your donation will be billed through your cell phone service. Certain phone service provider charges may also apply.

As with all donations to The Salvation Army, the money raised in a local community stays in that community to support local programs and services at Christmas and throughout the year. In addition to mobile giving, the public can also donate by placing checks or cash in a Red Kettle, by calling 1-800-SAL-ARMY or by donating on-line at sawmni.org.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 33 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide. For more information, go to <http://www.salvationarmyusa.org>.

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