

## **MEDIA ALERT**

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**DOING  
THE MOST  
GOOD<sup>SM</sup>**

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**FOR IMMEDIATE RELEASE**

### **MEDIA ALERT – Canadian Gold Coin found in local Salvation Army Red Kettle**

**Houston, TX (December 19, 2008)** – Today, The Salvation Army of Greater Houston announced the finding of its first gold coin red kettle donation of the season. The Canadian gold coin, valued at some \$930 according to preliminary estimates, was dropped into a red kettle station located at the intersection of 1960 and Highway 249 in Northwest Houston – outside of a Sam’s Club store.

The donation was anonymous and arrived accompanied only by a double layering. Wrapped up inside a tiny note, which itself was wrapped into a dollar bill, the Canadian gold coin was discovered this week by Major Stan Carr who heads up The Salvation Army’s Northwest Corps Community Center, as he was counting up the day’s red kettle earnings for his area.

The anonymous donor’s message was simple “A child is born. Jesus!”

“We’ve all been wondering if we were going to receive any gold coins this year. Donations have been slow and we understand that people aren’t able to give as much as they have in the past, but this donation really lifts our spirits and brings the true joy of the holiday season to our Christmas,” says Carr.

Between Thanksgiving and Christmas, this year, The Salvation Army of Greater Houston has been aiming to reach some \$2.5 million in donations to help fund its many year-round programs and services, which include disaster relief, emergency response, youth programs, senior programs, rehabilitation, financial assistance, counseling, housing and Christmas assistance. This task, however, has not been an easy one.

Red Kettle donations are down 16 percent; while mail campaign donations are registering decreases of 20 percent, in comparison to the same timeframe last year.

“Hopefully this donation will inspire others to give generously,” Carr concluded.

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*In this community since 1889, The Salvation Army Greater Houston Area Command serves Harris, Montgomery and Fort Bend Counties through youth programs, shelter, disaster relief, counseling, senior programs and rehabilitation. The mission of The Salvation Army Greater Houston Area Command is to meet human needs without discrimination. Each year over 33 million Americans receive assistance from The Salvation Army. About 89.5 cents*

*of every dollar raised locally is used to support those services in Houston and at close to 9,000 communities nationwide. For more information about The Salvation Army, please visit [www.salvationarmyhouston.org](http://www.salvationarmyhouston.org).*