

# ***MEDIA ADVISORY***

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**FOR IMMEDIATE RELEASE**

## **The Salvation Army of Greater Houston launches Online Red Kettle Campaign**

**Houston, TX (November 5, 2008)** – Beginning today individuals and corporations can help The Salvation Army Greater Houston Area Command raise fund for those in need this Christmas season by hosting their own Online Red Kettle. The Salvation Army has introduced this new Online Red Kettle Campaign as a way to reach a wider population of potential supporters.

Participants are now able to make a direct donation to the local Salvation Army Online Red Kettle by following the link titled *support our Online Red Kettle* at [www.salvationarmyhouston.org](http://www.salvationarmyhouston.org). They may also elect to set-up their own Online Red Kettle campaign on behalf of The Salvation Army of Greater Houston by joining the Kettle Team by the same name. Using the Online Red Kettle web page, users will be able to track the progress of their individual Online Red Kettles as well as the overall performance of The Salvation Army of Greater Houston's Online Red Kettle.

This online campaign will take place during the months of November and December, at times simultaneously with the actual red kettle, volunteer-bell-ringing campaign at local businesses.

The Red Kettle Campaign, which first started in San Francisco in 1891, has traditionally been The Salvation Army's most prominent fundraiser. Today, bell ringers and red kettles are seen at many reputable stores and malls across the world. They use bells to attract the attention of passerby's, some volunteers even sing Christmas carols or play musical instruments to raise donations.

"This year, we're taking it online. We want to make it easier for the large and growing number of people who shop, pay bills and surf the web to help the growing number of Houstonians in need of assistance during this holiday season," says Caesar Grantham, director of development for The Salvation Army of Greater Houston.

The Online Red Kettle Campaign will enable individuals, groups, businesses and organizations to use the internet's communication capabilities for a good cause. Individuals will be able to customize and host a personal Online Red Kettle and automatically e-mail friends and family members asking for their support in filling their kettle with online donations.

Group Online Red Kettles offer civic organizations the ease of setting up their own kettle, enabling individuals within the group to fundraise, while pooling their donations for an organizational goal. Businesses can host their own Online Red Kettles and place the link on their Internet or Intranet sites.

The Salvation Army of Greater Houston serves residents of Harris, Fort Bend and Montgomery counties through youth programs, senior programs, housing, rehabilitation, counseling, financial assistance, disaster relief, emergency response, and Christmas assistance at 17 area locations. Of every dollar raised, 89.5 cents is put to work in direct services for local residents.

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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).*