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Media Release

1 March 2015

THANK YOU AUSTRALIA 50 Years of The Salvation Army Red Shield Appeal

The Salvation Army is calling on the Australian community to spare a few hours to help collect for the annual Red Shield Appeal doorknock weekend, now in its 50th year, which will take place on the weekend of **30 – 31 May 2015**.

Spokesperson for The Salvation Army, Major Bruce Harmer, says The Salvation Army is truly thankful for the generosity and support of the Australian community over the last 50 years, contributing to the success of the Red Shield Appeal.

“The annual Red Shield Appeal doorknock weekend has become part of the fabric of Australian society,” Major Harmer said.

“By volunteering time or donating financially to the Red Shield Appeal, Australians, through The Salvation Army, are able to do their part and help make a positive difference in the lives of those less fortunate in society.”

The national fundraising goal for the Red Shield Appeal doorknock is \$9.5 million, forming part of the overall Salvation Army Red Shield Appeal which aims to raise \$74 million across Australia this year. Funds raised through the Red Shield Appeal go directly to support vital Salvation Army programs and services which are relied upon by vulnerable Australians every single day.

Major Bruce Harmer says The Salvation Army is in a unique position to assist individuals and families who fall on hard times, assisting over 1 million people annually.

“For many individuals and families, hard times can be simply one pay cheque away,” Major Harmer said.

“Whether it be through our homelessness services, women’s and children’s services, emergency welfare, financial counselling, addiction recovery programs, rural support, suicide bereavement and prevention and many other services, The Salvation Army is there to give hope where it’s needed most.”

To volunteer call 13 SALVOS (13 72 58) or register online at salvos.org.au/volunteer.

You can donate to the Red Shield Appeal by calling **13 SALVOS** (13 72 58), online at salvos.org.au, in person at any **Westpac** branch or by posting your cheque to **PO Box 9888 in your capital city**.

ENDS

For more information or media comment please contact:

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