

# ***MEDIA ADVISORY***

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## **FOR IMMEDIATE RELEASE**

### **Salvation Army Kicks Off Red Kettle Campaign**

*Houston, TX (November 15, 2007)* – Tiffany & Co. at the Galleria will help officially launch the 2007 Salvation Army Red Kettle Christmas campaign for the greater Houston area. The campaign will run from Friday, November 23rd through Christmas Eve, December 24th. The Red Kettle campaign, the oldest annual charitable fundraiser of its kind in the United States helps raise money for those who need it most in communities nationwide - providing toys for kids, coats for the homeless, food for the hungry and countless social service programs year-round.

Two-time Grammy Award winner Kelly Clarkson will perform live during the nationally televised halftime of the annual Dallas Cowboys Thanksgiving Day game to officially launch the campaign nationally.

"As a native Texan, I can't think of a bigger thrill than performing during the Cowboys Thanksgiving Day game," said Ms. Clarkson. "This is the time of year when people should be thinking about giving back, so it's a perfect fit for me to be supporting the Red Kettle campaign, which helps so many people at Christmas and throughout the year."

From its humble beginnings as a fundraiser started by a Salvation Army captain in San Francisco in 1891, the Red Kettle Campaign has grown into one of the most recognizable and important charitable campaigns in the United States. As part of the campaign, more than 25,000 Salvation Army volunteers fan out across the country daily to ring bells and solicit spare change donations to the iconic red kettles from holiday shoppers. In 2006, the local campaign raised \$892,105 from over 130 kettle locations. This year's goal is \$1 million. In addition to physical kettles, donors can also contribute online at [www.SalvationArmyHouston.org](http://www.SalvationArmyHouston.org).

(more)

## **Kettle Kick-Off Details**

**WHO:** The Salvation Army

**WHAT:** The Salvation Army's Red Kettle Kick-Off to officially begin the bell-ringing fundraising campaign and season

**WHEN:** Friday, November 23, 2007 from 10:30 a.m. to 11:30 a.m.

10:30 a.m.	Preliminary Music	The Salvation Army Harbor Light Choir
10:45 a.m.	Preliminary Music	The Salvation Army Brass Band
11:00 a.m.	Performance (1 Song)	The Salvation Army Harbor Light Choir
11:07 a.m.	Welcome & Introduction	Mike McClure, Director, Tiffany & Co.
11:17 a.m.	Message	Major Marshall Gesner, Area Commander, The Salvation Army
11:20 a.m.	Performance	The Salvation Army Harbor Light Choir

**\*\*\*Photo Opportunity for Media\*\*\***

First official Red Kettle donation by Mr. Mike McClure representing the Houston community and Major Marshall Gesner representing The Salvation Army

11:25 a.m.	An invitation to the public for a sing along to Jingle Bells and We Wish You A Merry Christmas, The Salvation Army Band will accompany
11:30 a.m.	Program Ends

**WHERE:** Right outside of the storefront of Tiffany & Co. in the Galleria

For more information, contact Jincy Kunnacherry, Public Affairs/Marketing Manager, at 281-323-1503 (cell).

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