

FOR IMMEDIATE RELEASE

Media Contact: Gerri Leach, Community Relations Director, The Salvation Army
Gerri_Leach@usc.salvationarmy.org • 701-356-2689 (office) • 701-219-0683 (cell)

The Salvation Army Breaks First Day Record for Red Kettle Donations
First Day Challenge from Kilbourne Group Adds \$5,000 to Campaign

FARGO, ND – November 19, 2009 – The Salvation Army kicked off its annual Red Kettle campaign yesterday and has announced that first-day Red Kettle donations totaled a record-setting \$15,961. This amount exceeds the previous first-day record total by nearly \$4,666, which equals a 41% increase over last year's first day.

Doug Burgum, founder of Kilbourne Group and honorary Red Kettle campaign chairperson, announced yesterday that if the previous record was broken, Kilbourne Group would donate \$5,000 to the campaign as a "first day challenge" gift. With the challenge gift, the campaign's first-day total is nearly \$22,000.

"Thanks to the generosity of each and every first day donor – from young children who shared their pocket change to the generous corporations – we have achieved a new milestone for first-day giving," said Burgum. "As an Olympic gold medalist once said, 'you never have to recover from a great start' ... and the Red Kettle campaign is definitely off to a great start!"

First day donations were jump-started with a \$2,500 donation from State Bank & Trust, a \$2,000 donation from Gate City Bank, a \$1,000 donation from West Acres Development, and a \$1,000 donation from First International Bank & Trust. Microsoft Corporation announced that donations from Microsoft team members to the Red Kettle campaign will be matched dollar-for-dollar by Microsoft. A total of \$867 was given yesterday by Microsoft team members, which, with the Microsoft match, equals more than \$1,700 for the campaign.

The Salvation Army Red Kettle campaign continues through December 24th with red kettles located at 31 locations throughout Fargo-Moorhead. There is still a need for additional bell ringer volunteers. For more information, call Gerri Leach at 701-356-2689 or visit The Salvation Army's Facebook page by searching on "The Salvation Army Fargo" on the Facebook homepage.

About The Salvation Army

Motivated by the love of God, as a leader in Christian faith-based human services, The Salvation Army is committed to serve the whole person, body, soul and spirit with integrity and respect, using creative solutions to positively transform lives. The Salvation Army has served in Cass and Clay Counties for 112 years. The Army's spiritual and social services affect the lives of thousands of people in our communities each year. This holiday season alone, more than 1,800 families will be served.

###