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Red Kettle Campaign Highlights 2015

#RedKettleReason: Building upon a successful 2014 launch, The Salvation Army will continue to encourage Americans to share their reasons for giving using the hashtag #RedKettleReason. In addition, The Salvation Army is awarding one lucky winner an all-expenses-paid trip to New York City to participate in a nationally televised “Giving Spree,” the opposite of a shopping spree, to buy toys and necessities to benefit their local Salvation Army. Musician, TV host and Salvation Army supporter Nick Cannon will lead the charge on the contest.

- Those interested in entering the Giving Spree can upload a video to Twitter, using Instagram, YouTube, Vimeo or Vine, sharing their #RedKettleReason, passion for giving back to The Salvation Army and why their community deserves to win, using the hashtags #RedKettleReason and #GivingSpreeSweeps. On Giving Tuesday, December 1, finalists will be announced and the national voting period will begin at RedKettleReason.org, with the winner selected the week of December 7.
- Donors who post using #RedKettleReason can view their posts and others on RedKettleReason.org and learn why the rest of America is giving. The site will also feature an interactive mosaic and map of the conversations happening on social media, along with an easy way to donate to the Army.

Red Kettle Kickoff: The Salvation Army will kick off the annual Red Kettle Christmas campaign on Thanksgiving Day, November 26, with a nationally televised LIVE halftime performance by Luke Bryan during the Dallas Cowboys’ matchup against the Carolina Panthers.

- This marks the 19th year of musical partnership between the Dallas Cowboys and The Salvation Army.
- Since the partnership began in 1997, The Salvation Army has raised more than \$2 billion in the Red Kettles to help serve those in need in 5,000 communities nationwide.
- Donors can text the word “KETTLE” to 80888 to make a \$10 donation to support the campaign.

Giving Tuesday: December 1 is known as Giving Tuesday, a day of charitable giving during the holiday season. The Salvation Army will be participating in a variety of activities to encourage supporters to donate, including appearances on national and syndicated news and talk shows. In addition, the Giving Spree finalists will be announced on NBC’s “TODAY” show on Giving Tuesday.

Rock the Red Kettle (RTRK): On December 5, The Salvation Army will host its sixth annual Rock the Red Kettle concert at L.A. LIVE in Los Angeles. The Rock the Red Kettle concert is a way for younger donors to learn about The Salvation Army. Becky G will headline this year's concert with additional performances by Jacob Whitesides and Jake Miller.

- The concert begins at 5 p.m.
- The concert will be streamed live online at RedKettleReason.org so fans can watch from around the country.

End-of-Year Giving: One-third of online donations occur during the last two days of the year. Donors can benefit when it comes to their taxes if they donate to a charity and receive the proper documentation before January 1.

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