



FOR IMMEDIATE RELEASE

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## **Coeur d'Alene Mayor Sandi Bloem and Spokane Mayor Mary Verner to Compete in First Ever Salvation Army Red Kettle Challenge.**

COEUR D'ALENE, ID; SPOKANE, WA, December 6, 2011—

Coeur d'Alene Mayor Sandi Bloem and Spokane Mayor Mary Verner have challenged each other to see whose city can raise the most money to help support their community. Each Mayor will be hosting a Salvation Army Red Kettle at a participating Fred Meyer location this Saturday, December 10, from 9am-8pm. Kettles will be tallied mid-day, and the city with the highest grossing kettle at the end of the day wins. However, both mayors will be considered "winners" for promoting community support and holiday charity.

Mayor Sandi Bloem is scheduled to staff the Red Kettle at Fred Meyer in Coeur d'Alene from 9am to 11am, and will also be visiting her kettle throughout the day. The remaining hours will be staffed with Salvation Army Advisory Board members, community volunteers, and/or paid workers. Live entertainment will be provided throughout the day, including performances by the Northwest Sacred Music Chorale, the Harmony N Motion Special Chorus, and the Sorenson Elementary Jugglers.

Mayor Mary Verner is scheduled to staff the Red Kettle at the Thor/Freya Fred Meyer in Spokane from 10am to 11am. The remaining hours will be staffed with community volunteers and/or paid workers.

At 4:00 p.m., kettles at both locations will quickly be switched to do a quick count of cash, coin and checks collected up to that point. Live updates will be announced on The Kroc Center's Facebook page. Collections will continue through the end of the day, 8:00 p.m., and an official total will be announced by Tuesday morning, December 13.

Cash, coin and checks received at either entrance of Fred Meyer, Coeur d'Alene, between 9am and 8pm on Dec. 10, will count toward Mayor Bloem's kettle total. All donations will remain in Kootenai County to help families in need with food, new clothing, shelter, and Camp and Kroc Membership Scholarships.

Cash, coin and checks received at either entrance of Fred Meyer, Spokane - Thor/Freya, between 9am and 8pm on Dec. 10, will count toward Mayor Verner's kettle total. All donations will remain in Spokane County to help families in need with food, shelter, counseling, and Camp Scholarships.

### **Event Contacts**

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### **About The Salvation Army**

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 82 cents of every dollar raised is used to support those services in nearly 5,000 communities nationwide.

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S. LEARN. SPLASH. LAUGH. HEAL. INSPIRE. **PLAY.** BELIEVE