



FOR IMMEDIATE RELEASE

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## Local Mayors to face off in 4<sup>th</sup> Annual Mayors' Day Red Kettle Challenge

### Who will win? Kootenai or Spokane County?

COEUR D'ALENE, ID; SPOKANE, WA, December 10, 2014—

The 4<sup>th</sup> annual Salvation Army Mayors' Day is taking place this Saturday, December 13, and this year Mayors in Spokane and Kootenai County are facing off to see who can raise the most dollars for their community.

Spokane Mayor David Condon is hoping to lead Spokane to a first time win by collecting the most donations at the Spokane Fred Meyer on Thor Street. Mayor Condon will man the red kettle starting at 10am, and a team of top-notch volunteers will help to staff the kettles until the end of the competition at 7pm.

Spokane will be face-off against three Kootenai County Mayors: Vic Holmes of Rathdrum, Dick Jurvelin of Fernan, and Steve Widmyer of Coeur d'Alene. The Kootenai County Mayors will be staffing the kettles at the Coeur d'Alene Fred Meyer for one hour each from 10am–1pm, before handing it over to Salvation Army Advisory Board members and friends.

Kootenai County has won the competition in past years, with Coeur d'Alene Mayor Sandi Bloem leading the bell ringers to victory in 2011 and 2012. Although 2013 did not feature a challenge between both counties, Post Falls Mayor Ron Jacobson and Coeur d'Alene Mayor Steve Widmyer rang the bell and raised over \$24,000 for Kootenai County.

With a drastic decrease in kettle donations this year, the stakes are higher for Mayors' Day at the Kettle than ever before. Both Spokane and Kootenai County are vying for a win to help raise money for The Salvation Army's critical outreach programming that will be used to help families in need this Christmas and throughout the new year.

"If folks were considering a donation to the Salvation Army at all this year, this is the day to do it," says Kroc Center Executive Director Major Ben Markham.

At 7pm, the kettles will be pulled from both locations to do a quick count of cash and checks. If a winner can be easily determined, they will be announced Saturday night. If the totals are too close to call, a winner will be announced Tuesday morning after an official count is given from US Bank.

"The best part of this event," said Major Steve Ball of the Spokane Salvation Army, "is that no matter who raises the most money this Saturday, everyone wins by promoting community support and holiday charity."

All Kettle donations collected in Kootenai County support Salvation Army programs in Kootenai County. All Kettle donations collected in Spokane County benefit Spokane County.

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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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