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MEDIA EVENT ADVISORY

The local Salvation Army is a proud participant of Veterans Day Parade on Nov. 11th and will feature huge Red Kettle towed by new EDS vehicle

Parade route: NE Beech St. and NE Martin Luther King, Jr. Blvd - North to NE Emerson St., turning left onto Emerson and concluding at 5305 NE MLK Jr., Blvd.

What: The Salvation Army – a long-time Veterans Day Parade participant – is proud to participate in the Veterans Day Parade again this year. Salvation Army Corps Officers from all Portland Metro programs will march behind Salvation Army banners, The Salvation Army Cascade Divisional Ensemble will play on a flatbed trailer, and a huge Red Kettle will be towed on one of the new EDS (Emergency Disaster Service) vehicles. The EDS vehicles can serve upward of 1,500 meals each.

Why: The Salvation Army participates in the Veterans Day Parade to pay tribute to the selfless service of all US soldiers who have fought bravely for the freedoms and values of Americans.

When: Monday, Nov. 11, 10 a.m. – noon.

Where: Parade starts at 10 a.m. at NE Beech and MLK Jr. Blvd. The Salvation Army staging area is at NE Beech St. between 9th Ave. and 10th Ave. Closing Ceremonies with Vendor Fair and Resource Fair, 5305 NE Martin Luther King Jr. Blvd., Portland.

History: Portland's only Veterans Day Parade was established in 1974 by Vernon E. Ross, proprietor of Ross Hollywood Funeral Chapel. He founded the parade to honor all Veterans, past and present, living and deceased. Today, the tradition is carried on by Veterans Day Portland, Inc. The Portland Veterans Day Parade is an inclusive, nonpartisan, family-friendly event officially permitted by the City of Portland. *Source: <https://www.veteransdayportland.org/>

Salvation Army media spokesperson: Captain Peter Pemberton, Portland Metro Coordinator, Salvation Army Cascade Division. "The Salvation Army highly values our service members and Veterans. We are proud to support our Veterans by walking in this year's Veterans Day Parade as we have done in years past. Many of our valued Veterans are assisted through the services that we provide, and we are grateful that they trust us to seek that assistance. Happy Veterans Day!"

Salvation Army media contact: Kim Beeler, Communications & Marketing Director, Salvation Army Cascade Division, Cell: (503) 908-0808. Veterans Day Parade photos; 2022 and 2023:

<https://drive.google.com/drive/folders/10E5pnXox3dcEXKYTEoeWpHJWAtwcQ-4?usp=sharing>
<https://drive.google.com/drive/folders/1p3Ize5NWmWxPvtfGAXqKhAZSQ-BIwnE1?usp=sharing>

About The Salvation Army

The Salvation Army annually helps 30 million Americans overcome poverty, addiction, and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, and clothing and shelter for people in need, The Salvation Army is doing the most good at 7,600 centers of operation around the country. In the first-ever listing of “America’s Favorite Charities” by The Chronicle of Philanthropy, The Salvation Army ranked as the country’s largest privately funded, direct-service nonprofit. For more information, visit <https://portland.salvationarmy.org/>. Follow us on Twitter: @SalvationArmyUS and #DoingTheMostGood