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The Salvation Army hosts Kettle Kick Off today at OMSI, Christmas Kettle goal \$500,000, event features The Grinch

PORTLAND, OR (Nov. 14, 2024) – **The Salvation Army** officially kicks off the holiday season with its **Annual Kettle Kick Off** on Thursday, Nov. 14, from Noon-1 PM at OMSI, 1945 SE Water Ave. in Portland. Special event features include The Grinch, for fun photo opportunities, and a “Grinchy Kettle Dash.” The event’s fundraising goal is \$100,000 and 150 guests and corporate donors will enjoy Christmas music by The Salvation Army brass band. The Salvation Army has a Portland Metro area goal of raising \$500,000 this Christmas season to help local families in need, and 82 cents of every dollar raised is used to sustain life-changing programs that bring hope to hurting souls.

Captain Peter Pemberton, Portland Metro Coordinator of The Salvation Army Cascade Division, said the Christmas season is the biggest fundraising opportunity of the year and the money goes to the metro area community programs, including Moore Street Corps & Community Center, Gresham Corps & Community Center, Portland Tabernacle Corps, Veterans and Family Center, Washington County HOPE Center, which includes the Mobile Outreach Program in Washington County, Bridgeway of Hope, which includes the Mobile Outreach Program in Multnomah County as well as Sunderland RV Safe Park, and Silvercrest affordable housing for seniors.

"The Salvation Army's Annual Red Kettle campaign not only helps to usher in the holiday spirit, but it also gives community members an opportunity to support their neighbors in need by volunteering to 'ring the bell,'" Capt. Pemberton noted. "This year, The Salvation Army has rolled out a new online registration module to make it easier than ever for our valued volunteers. You can maximize donations by going to <https://www.registertoring.com/> and signing up for shifts today. This is a great way for families and organizations to stand in the gap together for those less fortunate. We hope to see you at the Kettle this season."

The Red Kettle tradition started 132 years ago, and it continues today as an easy and fun way for people to help others in need. The Red Kettle Christmas Campaign officially starts on Nov. 14, and it runs through Christmas Eve, Dec. 24. Look for Red Kettles at local retail sites such as Fred Meyer, Walmart, Safeway and Albertsons. Angel Giving Tree locations are also at Fred Meyer and Walmart.

The event's Title Sponsor is Miller Family Foundation, and the Presenting Sponsor is Franz. Other sponsors include Alliance Packaging, TrueSense Marketing, Westin Kia, KISS Car Wash, and CIDA.

For more information, please call (503) 794-3286 or visit www.portland.salvationarmy.org.

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 www.SalvationArmyUSA.org. Follow us on Twitter: @SalvationArmyUS and #DoingTheMostGood