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## CHATTANOOGA AREA COMMAND

### **The Salvation Army kicks off the holiday season with Christmas concert event**

**CHATTANOOGA, Tenn. (Nov. 10, 2023)** – The Salvation Army’s Chattanooga Area Command began the holiday season with a Christmas concert at Hickory Valley Community Church yesterday evening. The concert also served as The Salvation Army’s kickoff to its annual fundraising campaign.

During the event, The Salvation Army launched Angel Tree Adoptions, Ringing at the Red Kettle and the #RedKettleChallenge.

"The holiday season is a time of giving. We wanted to showcase that today with our new take on our holiday kickoff," said Major Doug McClure. "With the support of our community, we hope to make a difference, one bell ring and one adopted Angel at a time, ensuring that the holiday spirit of compassion and care touches every heart."

Adoptions are now open for the Angel Tree Program which helps make Christmas possible for thousands of children and senior citizens throughout the region. This year, more than 1,500 children and senior adults are registered for the program in our region. Angels receive clothing, toys and necessities, as well as holiday food boxes provided by generous community supporters. Adopters may select Angels online or from trees located at Hamilton Place Mall, Northgate Mall and area Walmart locations.

Additionally, bellringers will return to select retailers for Red Kettle bellringing, a timeless Salvation Army initiative that supports the organization’s programs not just throughout the holidays but the entire year. Mayor Tim Kelly began the initiative by providing The Salvation Army with the first dollar donation.

"As a city, we are working to care for people experiencing homelessness, and The Salvation Army has been a longtime partner in that unified work," said Mayor Tim Kelly. "With the help of generous people in the community, The Salvation Army can continue their good work in helping our unsheltered neighbors. I’m incredibly thankful for all that they do for Chattanooga and honored to be part of such an important event."

If you are interested in learning more about volunteering with The Salvation Army this holiday season, please visit [www.csarmy.org](http://www.csarmy.org). To learn more about Angel Tree Adoptions and the #RedKettleChallenge, please visit our website or call (423) 756-1023.

**A gallery of images for media use can be found here:**

<https://www.dropbox.com/scl/fo/w1q8ioax8a0tnlf107xaa/h?rlkey=36p7zr6htt047bjlptzflrtgs&dl=0>

### **About The Salvation Army**

The Salvation Army Chattanooga Area Command annually helps nearly 20,000 Chattanoogaans 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 five centers of operation in the Greater Chattanooga area. For more information, visit [csarmy.org](http://csarmy.org). Follow us on Instagram @SalvationArmyChatt and #DoingTheMostGood.

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