



FOR IMMEDIATE RELEASE  
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**THE SALVATION ARMY HOLYOKE CORPS TO LAUNCH CHRISTMAS IN JULY  
KETTLE CAMPAIGN**

*Red Kettle Campaign that Supports Vital Programming and Services for children, seniors and families to be hosted by Holyoke Mall*

**Holyoke, MA** – Holyoke Mall will once again host the Salvation Army’s Holyoke Corps for their annual Christmas in July Kettle Campaign. Bell ringers will be accepting donations at various exterior entrances across the shopping center every Thursday, Friday and Saturday starting June 29<sup>th</sup> through July 28<sup>th</sup>.

The money raised during the Red Kettle Campaign is a critical source of funding for vital programs and services for tens of thousands of families, youth and senior citizens in Holyoke, Chicopee South Hadley and Granby and across Massachusetts each year. This includes funding for food pantries, soup kitchens, social services, and education programs throughout the year.

"Statewide, donations decrease over the summer months, but needs do not. 1 in 8 children in Massachusetts struggle with food insecurity on a daily basis. Consider a family that during the school year relies on school breakfast and lunch programs. It becomes very difficult to stretch their budgets to cover the additional cost of food. Seniors struggle to make ends meet with high utility costs and teens need safe places to connect," said Captain Miguel Garces, Corps Officer of The Salvation Army Holyoke Corps Community Center. "We thank the Holyoke Mall and everyone in the community that comes together to raise awareness and help their neighbors in need."

The Salvation Army expects that the number of people in need across the Commonwealth will continue to be at or near record levels this year. Donations through the The Salvation Army Kettle Campaign are put right to work helping our neighbors in Holyoke and nearby communities. Funds raised support needed services and transformational programs all year round.

Holyoke Mall provides space for many non-profit organizations throughout the year to raise funds through large scale events, tabling to recruit volunteers or just bring awareness to their cause. Holyoke Mall's marketing director, Lisa Wray shared, "Holyoke Mall has been a long-standing partner for the Salvation Army to help raise much needed funds to benefit the community. We see 18 million visitors to the shopping center annually, so any donation large or small can help make a difference."

The Red Kettle tradition began in 1891 when Salvation Army Captain Joseph McFee wanted to help feed needy citizens in San Francisco. McFee remembered the ferry landings in Liverpool England, where people would sit with small kettles that travelers would toss spare change into to help the less fortunate. Placing his own kettle on Market Street in Oakland California, McFee was able to help individuals on Christmas. The idea traveled to Boston in 1897 and the Red Kettle Campaign has been a tradition ever since.

For more information, please visit: [www.salvationarmyma.org/Holyoke](http://www.salvationarmyma.org/Holyoke)

#### **About The Salvation Army**

Whether it is shelter for a displaced family or a warm cup of coffee for our brave first responders – hope and healing is the message of The Salvation Army. Since 1865, The Salvation Army has been providing social and spiritual services to communities throughout the world. People given purpose, hearts given hope and souls finding redemption – this has been our mission for more than a century.

With heart to God and hand to man, The Salvation Army – an international movement – is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

#### **About Holyoke Mall at Ingleside**

Holyoke Mall is a 1.6 million square foot enclosed shopping center in Holyoke, MA located at the "Crossroads of New England" at the Intersection of I-90 and I-91, drawing customers from four states including MA, CT, VT and NH. Western New England's largest shopping destination with over 18 million visitors per year, Holyoke Mall has nearly 150 specialty shops, restaurants and department stores including Macy's, Target, Apple, Michael Kors, Pottery Barn, Sumo Japanese Steakhouse and Uno Pizzeria & Grill. For more information regarding new stores and special events, please visit [www.holyokemall.com](http://www.holyokemall.com). You may also follow us on Facebook: [www.facebook.com/HolyokeMall](https://www.facebook.com/HolyokeMall); Instagram: <https://www.instagram.com/holyokemall/> and Twitter: [www.twitter.com/HolyokeMall](https://www.twitter.com/HolyokeMall).

#### **About Pyramid Management Group**

Pyramid Management Group, owner of Holyoke Mall at Ingleside, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).

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