



**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Nichole Owens  
Communications Director  
404-550-4537  
Nichole.owens@uss.salvationarmy.org

## **The Salvation Army of Metro Atlanta and Walmart Create More Opportunities for People to Help “Rescue Christmas” This Holiday Season**

**ATLANTA, Ga (November 5, 2020)** – To help meet the unprecedented level of need this holiday season, Walmart and The Salvation Army of Metro Atlanta are working together to make it even easier for people to help others this Christmas. Building upon a 40-year relationship of supporting people in need during the holiday season, Walmart and The Salvation Army are bringing hope and joy to families through the expansion of programs like Angel Tree and Red Kettles, which will be out earlier, and, for the first time ever, round-up donations to The Salvation Army in-store and online.

The economic fallout of the ongoing health crisis has led to a new population of families and individuals facing unemployment and financial hardships that are expected to last through the holidays and well into the coming year. A recent [study by Columbia University](#) showed that nearly 8 million Americans have fallen into poverty since May. In metro Atlanta, we served **39,695** people last year. If we see the same level of increased requests for service, that would mean nearly **80,000** people who need our help this holiday season. With that in mind, both organizations are making it easier for customers to give to those in need this Christmas.

"Because of COVID-19, The Salvation Army is seeing unrelenting need throughout metro Atlanta," says Major Bob Parker, Area Commander for The Salvation Army of Metro Atlanta. "In some of our locations, requests for food and financial assistance have increased even more. We are immensely grateful to Walmart for its generous support, which we believe will help The Salvation Army of Metro Atlanta make this Christmas truly special for thousands of families and individuals throughout our great city."

In most Walmart stores across metro Atlanta, the expanded partnership includes:

- Starting November 2, Walmart will offer customers the option to round up their purchases to the nearest dollar and donate the difference to The Salvation Army. Customers can do this in stores at manned cash registers, on Walmart.com or through the Walmart app. The option to donate will run through December 31.
- The Salvation Army's Red Kettles and iconic bell ringers will be at participating Walmart stores even earlier this year, starting on Saturday, November 21. The Salvation Army is adopting nationally mandated safety protocols for physical kettles to help ensure the safety of bell ringers, donors and partners. Bell ringers will also be at select Sam's Clubs across metro Atlanta.
- Salvation Army Angel Trees will appear in participating Walmart stores, giving local shoppers the opportunity to select a child or children from the tree and to purchase or drop off gifts onsite.
- Those who prefer to do their shopping online can visit [salvationarmyusa.org/walmart-angel-tree](https://salvationarmyusa.org/walmart-angel-tree) to find their closest Angel Tree Registry, either in-store or online. Through the site, customers can shop for gifts and have them delivered directly to a local Salvation Army.
- Celebrities like DJ Khaled have taken up the #RescueChristmas Challenge, encouraging others to adopt an angel from The Salvation Army Angel Tree program in their hometown.

Visit [salvationarmyatlanta.org](https://salvationarmyatlanta.org) to donate or learn more about how you can help The Salvation Army rescue Christmas this year. Every donation provides help and hope to the most vulnerable, and all gifts stay within the community in which they are given. If you need services or know of someone in need, please visit [SalvationArmyUSA.org](https://SalvationArmyUSA.org) to find a location near you.

**About The Salvation Army of Metro Atlanta**

With a 130-year legacy of Doing the Most Good, The Salvation Army of Metro Atlanta is committed to meeting the spiritual, physical, and emotional needs of our community. We offer services to the homeless, support youth enrichment and fight human trafficking—three concerns especially pertinent in metro Atlanta. As part of an international and evangelical church, we're in service to all with undiscriminating passion and an accompanying message of hope and salvation. Each year, we provide 144,000 nights of shelter, reach more than 3,000 youth, and help 30 women gain independence from commercial sexual exploitation. The Salvation Army of Metro Atlanta is a registered 501(c)(3) organization. For more information and to get involved, visit [salvationarmyatlanta.org](http://salvationarmyatlanta.org) or connect with us on Facebook, Twitter, Instagram, or LinkedIn.

###