



# DOING THE MOST GOOD<sup>®</sup>

FOR IMMEDIATE RELEASE

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*Ed Claus, Santa's brother, is greeted by Don Winkler of Wisconsin Aviation at the Dane County Airport when he arrived in Madison to launch the Salvation Army of Dane County's "Christmas in July" bell ringing campaign.*

## ED CLAUS ARRIVES IN MADISON TO KICK OFF SALVATION ARMY'S CHRISTMAS IN JULY July 9 thru July 17

Santa's brother, Ed Claus, arrived today at Wisconsin Aviation at the Dane County Airport to help the Salvation Army of Dane County kick off its Christmas in July Red Kettle campaign July 9 thru 17. Wearing the Claus trademark red hat, Ed showed off his eclectic style, with Bermuda shorts and sunglasses. "After all, it is July in Wisconsin," he quipped.

Ed pointed out, need knows no season, "As Kris says, this recession isn't taking a vacation and neither can we. Kris has decided to put our whole family to work. He stressed that we can't wait for Christmas, that people need help now. So he's sent me to Dane County to help out with the Salvation Army's 'Bell Ringing' in July campaign."

Ed says the familiar Red Kettles will be found at 38 locations throughout Dane County, and he hopes everyone will be generous this year.

"During the summer months the Salvation Army's donations are down, but the need is up. With children out of school, The Salvation Army's Food Pantry is busier than ever." In addition, families in need of shelter are living in their cars or doubled up with family or friends. Some even live in tents. Our kettle goal of \$30,500 will help us fill empty stomachs and provide shelter for the homeless.

Ed is looking for volunteers to help ring bells. "We need good people to help make this campaign a success. So sign up today by calling **513-0787** or go to **www.ringbells.org**. Volunteers only work 2-hour shifts so it's not that difficult and our need is great."

The Red Kettles will be located at grocery stores, Walgreens on the Square and on State Street and at Sacred Feather.

The Salvation Army has served the homeless, the hungry and the hurting in this community for more than a century. With your support, it will continue its mission: *Doing the Most Good<sup>®</sup>*.

