



# Media Release

6 April 2016

## The Salvation Army Launches Red Shield Doorknock

### Media are invited to attend

#### The Salvation Army Red Shield Appeal Business Launch

Wednesday, April 6 2016 (TODAY) 12pm-2pm

The Westin, 1 Martin Place, NSW, 2000

The Salvation Army will call on the Australian business community to help raise \$74 million across Australia this year at the Red Shield Doorknock business launch in Sydney.

The key note speaker of Red Shield Doorknock Sydney Business Launch will be Australian businesswoman, philanthropist, and former Lord Mayor of Sydney, Lucy Turnbull. Prominent television presenter, Georgie Gardner, will serve as the Master of Ceremonies.

The Sydney Business Launch is one of the key events for The Salvation Army Red Shield Doorknock, culminating with the Doorknock weekend which will take place on the 28-29 May. JLL Australia, Macquarie and Steadfast are partnering with The Salvation Army as the major sponsors of this year's event.

CEO of JLL Australia, Stephen Conry, said JLL was proud of the long standing relationship the firm has built with The Salvation Army to support its work across Australian communities.

"JLL is inspired by the impressive history of service and results provided by The Salvation Army and is very pleased to again support the Red Shield Appeal Launch events around Australia," Mr Conry said.

"In addition to our financial contribution to the Red Shield Appeal, JLL is participating in volunteering programs and driving fundraising initiatives across our portfolio of managed office buildings and shopping centres around Australia. We hope many other businesses can join us in these very meaningful endeavours."

#### Other prominent Australians will also be present at the event, including:

- The Hon **Gabrielle Upton** MP, NSW Attorney-General;
- The Hon **Luke Foley** MP, NSW Opposition Leader;
- Former Governor of NSW, Professor **Dame Marie Bashir** AD CVO;
- The Hon **Bronwyn Bishop** MP, Federal Member for Mackellar;
- NSW Deputy Police Commissioner **Catherine Burn**; and
- Mr **Frank O'Halloran** AM, Chair, City of Sydney Red Shield Doorknock

Salvation Army spokesman, Major Bruce Harmer, says The Salvation Army would not be able to deliver its high quality social services without the support of the Australian public and business community who give generously to the Red Shield Doorknock.

"The Red Shield Doorknock ensures that we can continue to address the underlying factors that affect the most vulnerable and marginalized people in society and help them get back on their feet," Major Harmer said.

“Through the support of the Australian public, business community and government, The Salvation Army can provide assistance to Australians doing it tough this year and bring hope to where it’s needed most.”

**To volunteer call 13 SALVOS (13 72 58) or register online at [salvos.org.au/volunteer](https://salvos.org.au/volunteer)**

You can donate to the Red Shield Appeal by calling **13 SALVOS** (13 72 58), online at **[salvos.org.au](https://salvos.org.au)**, in person at any **Westpac** branch or by posting your cheque to PO Box 9888 in your capital city.

**-ENDS-**

**For more information or media comment please contact:**

The Salvation Army Media Office- (02) 9266 9820