



# Media Release

19 March 2015

## Launch of The Salvation Army Red Shield Appeal Breakfast Tuesday 24 March 2015 Brisbane Convention & Exhibition Centre

The Salvation Army will launch its 2015 Red Shield Appeal in Brisbane on Tuesday 24 March, and with a national fundraising target of **\$74 million**, the Salvos will be looking to the Queensland community and business sector for support. The Brisbane target is **\$5.5 million** and the Queensland goal is **\$10.5 million**.

Over 800 guests including Brisbane's leaders in business will attend a breakfast at the Brisbane Convention & Exhibition Centre where the new Queensland Patron of the appeal, His Excellency the Honourable Paul de Jersey AC, Governor of Queensland, will launch the appeal ahead of the public doorknock weekend on **30 – 31 May**.

This year marks the 50<sup>th</sup> anniversary of The Salvation Army's Red Shield Appeal. This iconic annual campaign sees thousands of ordinary Australians improve the lives of disadvantaged and marginalised people through their generous donations of time and money. Australia has gone through countless changes in the past 50 years however people's need for a helping hand is just as prevalent as it was when the first doors were knocked on in 1965.

Salvation Army spokesperson, Major Neil Dickson, says the Red Shield Breakfast has become a vital part of the appeal in recent years.

"Recent extreme weather events in Queensland and abroad have highlighted the vital role of the Salvos in areas hit by floods, cyclones and other natural disasters."

"It is largely due to support from generous individuals and companies that we are able to assist in the enormous task of rebuilding shattered lives and provide victims of disasters with basic necessities such as food, temporary housing and grief counselling."

"Without the help of the Brisbane business community, The Salvation Army would struggle to continue its strong history of support, care and assistance to society's most vulnerable."

Mr Stephen Conry, CEO of JLL, the National Event Sponsor of the Red Shield Appeal launch says the company is privileged to support The Salvation Army.

"The Salvation Army continues to demonstrate a commitment to working with the most marginalised and disadvantaged people in our communities. JLL is inspired by the impressive history of service and results provided by The Salvation Army and are very pleased to again support The Red Shield Appeal Launch events around Australia." says Mr Conry.

The money raised from the Red Shield Appeal helps The Salvation Army to assist more than one million people a year – providing food vouchers for families in crisis, education for youths at risk, supported accommodation for the homeless, recovery programs for people battling addictions, emergency services when disasters strike and telephone counselling for people in distress.

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To give to the Red Shield Appeal or to volunteer to be a collector for the doorknock weekend on **30 and 31 May**, please call **13 SALVOS (13 72 58)** or visit **salvos.org.au**. Donations can also be made at any Westpac branch, or by posting your cheque to **GPO Box 2210, Brisbane QLD 4001**.

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

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