



DOING THE  
MOST GOOD™

### **NEW SALVATION ARMY FAMILY STORY OPENING IN GULFPORT**

Donations needed to support the ongoing work of The Salvation Army on the Mississippi Coast

**Gulfport, Miss. (November 1, 2012)** – The Salvation Army announces that it will be opening a new Family Store in Gulfport on December 15, 2012. The new store will be located at 615 Pass Road in Gulfport, Mississippi.

Every day, individuals and families across the Mississippi Gulf Coast turn to The Salvation Army to help stretch their financial resources. Whether due to loss of job, under employment, or unexpected bills many in our area are struggling to pay the bills and keep food on the table. Many are faced with the decision to leave the light bill unpaid in order to keep food on the table.

Best known for the Red Kettles and Angel Tree program at Christmas, The Salvation Army works year round to alleviate human suffering. Through the social services programs, The Salvation Army provides utility assistance as well as food boxes to residents facing tough decisions regarding their bills.

In a very real sense, The Salvation Army Family Stores are at the heart of the social services program. These simple community stores serve several distinct purposes:

- Our Family Stores provide quality clothing, furniture and other goods to the community at bargain prices. Helping to stretch already tight Family budgets.
- The Salvation Army Social Service programs are funded from the proceeds of our Family Stores.
- Providing clients a low cost opportunity to purchase items for their family, allows them to regain self-esteem and dignity.
- Family Stores supplement the Social Services program. Many clients are given store vouchers to shop at the store free of charge in addition to the financial assistance they may have already received.
- Family stores prevent overfilling of landfills, thus protecting the environment.

While the Red Kettle campaign provides some funding for the year round services provided by The Salvation Army, it does not fund all of the operation.

The Salvation Army's Family Stores are the key component in funding the day to day programs and services of The Salvation Army on the Gulf Coast. Sales in the Family

Stores are utilized by the social services office to pay utility bills, provide grocery vouchers or provide emergency sheltering. Proceeds from the store stay on the Mississippi Gulf Coast to serve those in need.

Donations of household items, clothing, furniture, and working appliances are needed from the community to support the ongoing work of The Salvation Army on the Mississippi Gulf Coast. To schedule a pickup of your donations, please call (228) 497-0169.

Salvation Army Family Stores support the holistic work of The Salvation Army on the Mississippi Coast. Programs include: emergency social services, shelter, youth programs, and food pantry. Sharing the love of Christ while meeting human needs, The Salvation Army is committed to rebuilding the Mississippi Gulf Coast.

**About The Salvation Army:**

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 33 million Americans receive assistance from The Salvation Army each year through providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing, shelter and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide. For more information go to <http://www.salvationarmyusa.org>, call 1-800-SAL-ARMY, or send a check to your local Salvation Army.

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