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Salvation Army Announces 2 Red Kettle Kickoffs to Ring in Holidays *Partnering with City of Mobile & USA Jaguars*

Mobile, AL – You know that the holidays are here when the sounds of The Salvation Army Bell Ringers fill the air! This year, The Salvation Army of Coastal Alabama is proud to announce we will be ringing in the 2012 Christmas season with **two** Red Kettle Kickoffs.

On **Friday, November 16th**, The Salvation Army of Coastal Alabama will partner with the **City of Mobile** at the annual **Christmas Tree Lighting** in Bienville Square. Salvation Army Divisional Commander, Major Ronnie Raymer, will join Area Commander Major Mark Brown to rally the support of the city in our efforts to continue helping those in need. Mayor Sam Jones will make the first red kettle donation drop on behalf of the City of Mobile. Ceremonies begin at 6pm.

On **Saturday, November 17th**, the **University of South Alabama Jaguars** will host **The Salvation Army of Coastal Alabama Half-Time Red Kettle Kickoff** during their football game against Middle Tennessee. Major Raymer and Major Brown will be on the field during half-time to rally the support of the community. Representatives from local media will join the Majors on the field to make the ceremonial donation drops. The game begins at 2:30pm.

“We are so thankful to our community and media partners for helping us spread awareness about the 2012 Red Kettle Campaign. This time of year is crucial to The Salvation Army. All of the funds raised in the Mobile and Baldwin County Red Kettles stay in this community and help us provide services for our neighbors in need – both at the holidays and year-round,” explains Major Brown. “We invite everyone to come out and take part in our Red Kettle Kickoffs!”

The Red Kettles will officially be out in Mobile and Baldwin Counties beginning **Black Friday (November 23rd) through Christmas (December 25th)**. You will see them at WALMARTS, Sams Clubs and other local businesses.

The Salvation Army of Coastal Alabama also asks the community to **volunteer** as Bell Ringers. It’s a great opportunity for individuals, families and groups to get involved in a great holiday tradition with The Salvation Army, during the season of giving. **Mobile County Bell Ringers** can contact Lt. Dennis Hayes at 251-300-4555. **Baldwin County Bell Ringers** can contact Lt. Alan Grimes at 251-479-2389 ext. 225.