



Media Release

6 May 2015

The Hon Scott Morrison MP launched The Salvation Army Red Shield Appeal to Multicultural Communities

The Salvation Army launched its annual Red Shield Appeal to multicultural communities on 6th May 2015, with a national fundraising target of \$74 million, which includes a \$9.5 million target for the doorknock weekend. The Salvation Army is again looking to the Australian public and business community for support.

The Hon Scott Morrison MP, Federal Member for Cook, Minister for Social Services launched this year's event and was joined by Lt-Colonel Mark Campbell, Secretary for Business Administration, The Salvation Army Australia Eastern Territory.

The multicultural launch is one of the key events of the annual Red Shield Appeal, culminating with the doorknock weekend which will take place this year on **30 – 31 May**.

Joseph Assaf AM, pioneer of multicultural communications in Australia, Founder of Ethnic Business Awards and a long term supporter of The Salvation Army said, "The Salvos are always ready to support people regardless of their religious or cultural background. Therefore, we should all be ready to support the Salvation Army in its worthwhile cause and be ready to say 'Thank God for the Salvos!'"

MultiConnexions is again proudly partnering with The Salvation Army as the sponsor of this year's event. CEO for MultiConnexions, Sheba Nandkeolyar, said, "Australia would not be complete without The Salvation Army. The support they show to disadvantaged Australians, including those from ethnic communities, is a real inspiration and I would encourage everyone to either volunteer for this year's Red Shield Appeal doorknock or to dig deep and donate."

Lt-Colonel Mark Campbell, Secretary for Business Administration, says he is humbled by the support the Australian community show each year to Australians who are doing it tough, by volunteering their time and donating to the Red Shield Appeal.

"The funds raised through the Red Shield Appeal directly support the services which disadvantaged Australians rely upon each and every day," Lt-Colonel Campbell said. "The Salvation Army exists to provide hope where it is needed most".

Some of the services which The Salvation Army provide to multicultural Australia include homelessness support, women's and children's services, financial counseling through Moneycare, addiction and recovery services, legal assistance through Salvos Legal Humanitarian, learn to drive programs and many more.

To donate or volunteer for this year's Red Shield Appeal doorknock weekend please call 13 SALVOS (13 72 58) or register online at salvos.org.au/volunteer.

Donations can also be made online at salvos.org.au, in person at any **Westpac** branch or by posting your cheque to **PO Box 9888 in your capital city**.