



The Salvation Army Launches Disaster Appeal

Unprecedented demand drives \$3M appeal target

Woolworths leads with \$500,000 contribution

The Salvation Army has launched a disaster appeal to allow Australians to support communities affected by the devastating bushfires in NSW and QLD.

The Bushfire Disaster Appeal will position the Salvos to move beyond the current support of evacuees and emergency personnel and into sustained effort required through the recovery and rebuild phases to come.

Salvation Army spokesperson Major Bruce Harmer says, "Our hearts go out to the families and individuals who have been affected by the bushfires in NSW and QLD. We are currently on the ground providing support and will remain on the ground in the months to come as people begin to recover and rebuild."

The Salvation Army's Emergency Services teams are active at six evacuation centres in New South Wales, including Wauchope, Macksville, Bowraville, Hazelbrook, Ballina and at Old Bar, Taree's evacuation centre where meals are being served to 200 people, including evacuees and first responders.

Major Harmer says "it is unprecedented for our Salvos Emergency Services teams to be active at this many location at one time in one region."

In Queensland, The Salvation Army Emergency Service teams from Noosa and Caloundra are feeding Queensland Police personnel while the Fassifern Salvos SAES team is feeding Queensland Fire and Emergency Services personnel at Boonah.

The effort to raise \$3 million dollars has started with a \$500,000 contribution from leading corporate donor Woolworth's. The money is being donated to the S.T.A.N.D Program, the disaster relief partnership between Woolworths and The Salvation Army.

Woolworths Group CEO Brad Banducci says the situation is serious and it is important that we rally together.

"Woolworths is in the heart of every community, including the bushfire impacted regions, and we want to do our bit to support the work of The Salvation Army in helping the community get back on their feet," says Banducci.

"The most effective way people can help is by making a financial donation which allows us to buy supplies in the local community and provide cash vouchers so people have the dignity of choice in their purchases – that's what we consider to be hope, where it's needed most" says Major Harmer.

Major Bruce Harmer is on the ground in Taree and is available for media comment on 0414 403 988. For further media enquiries, contact The Salvation Army Media Relations team on 02 9466 3134.

The Bushfire Appeal is open now. Australians can donate by visiting salvationarmy.org.au, calling 13 SALVOS (13 72 58) or by supporting the S.T.A.N.D Program by making a donation at any Woolworths checkout.