



Dear friends,

Imagine this: **458,000 pounds of food**. That's roughly enough food to fill every seat in more than **seven** professional football stadiums combined. It's also how much food The Salvation Army distributed to metro Atlanta families in just three months this year.

As COVID-19 continues to ravage our state, the need for food is bigger than ever: our goal this year is to collect 500,000 pounds to meet the growing demand. While communities rely on food pantries for support every year, we're counting on you to help our neighbors through unprecedented unemployment, sickness and hard times.

We invite you to join The Salvation Army, 11Alive and Publix to stock food pantries for the 38th Annual Holiday Can-A-Thon. Your donations fill the pantries and help ease the burden of food insecurity for so many families in our Atlanta community.

Like so much else, this year's event will look different – and because the need is so much greater in 2020, our call to action is too. **The 38th Annual Holiday Can-A-Thon will be an 8-week push to end hunger in our city starting Monday, November 9th through December 31, 2020.**

Because we're extending Can-A-Thon, we're creating virtual and in-person **opportunities** for you to support The Salvation Army:

- Donate Online: 11Alive.com/Can-A-Thon. **Just \$10 provides three meals for a family of four**
- Text to Give "weCAN" to 770.685.6550 to donate to The Salvation Army
- Amazon Wishlist: Search "Can-A-Thon" to find our shopping list to fulfill a need

On **Friday, December 4**, we are offering a COVID-19 safe, contact-less drop-off of non-perishable goods at **eight** of The Salvation Army's metro Atlanta locations in Brookhaven, Canton, Doraville, Decatur, Fayetteville, Lawrenceville, Marietta or Newnan.

More details and all the latest updates can be found at 11Alive.com/Can-A-Thon and salvationarmyatlanta.org or e-mail Joelle.Miller@uss.salvationarmy.org with any questions.

Thank you for spreading the word. We can't end hunger without the support and generosity of those who are able to give back in times of need. With your help, we can stamp out hunger in metro Atlanta.

John Deushane
President & General Manager, 11Alive (WXIA-TV)

Major Bob Parker
Metro Atlanta Area Commander of
The Salvation Army

