



Dear Can-a-thon Supporter,

As we approach the 2011 Holiday Season, we would like you to know that your support is needed now more than ever for the **29th Annual 11Alive Holiday Can-a-thon**. Because of today's economy, many of our friends and neighbors are coming to The Salvation Army for the first time. And with your assistance, thousands of our friends and neighbors in need will receive help. While the **11Alive Holiday Can-a-thon** has raised more than one million cans of food since 1982, there are still many hungry and homeless in our community who need our help.

The Salvation Army has been our beneficiary of Can-a-thon food for 28 years. Families who come to The Salvation Army for assistance do not have to pay one penny for their food. The Salvation Army is active in our communities 24 hours a day, 365 days a year, meeting the needs and doing the most good in our local neighborhoods. With your help, we will continue to support and nourish people all over Georgia.

On **Friday, December 2, 2011**, we invite you to join us as we come together to feed Georgia's hungry families. The 29th Anniversary Can-a-thon will kick off at 5:00 AM and continue throughout the day. We will be collecting canned food donations at the following locations:

Turner Field (Fulton County), The School Box (South Gwinnett), The School Box – Town Center (Cobb), State Mutual Stadium (Rome) and Atlantic Station (Atlanta)

We encourage your school, organization or business to become a part of this community event. We need your help! To participate in the **11Alive Holiday Can-a-thon**, please complete the attached registration form and return it by **November 25, 2011**. You may also log on to www.11Alive.com/Canathon for additional information and online details.

Help us as we celebrate 29 years of caring! Help us make a difference in the lives of those in need!

If you have questions, please feel free to contact Amy Holloway, aholloway@wxia.gannett.com or Marlene Henderson, henderson@wxia.gannett.com or call (404) 892-1611.

Sincerely,

Robbin Steed
Director, Community Relations
The Networks of 11Alive

Major Marshall Gesner
The Salvation Army
Metro Atlanta Area Commander