



MEDIA RELEASE

For immediate release 2 December 2009

Regional Care program launched for communities in real need: Albany WA Salvation Army to receive \$5000 donation in December 2009

The Salvation Army and Kleenheat Gas have joined forces and developed the Regional Care Services program. The program will provide operational funding and donations to a different community in regional Australia each month, providing much needed community support.

For the month of December, Kleenheat Gas will be undertaking a partnership with the Salvation Army in Albany, WA, via a donation of \$5000. This donation will assist the Salvos in Albany will be able to re-stock the food cupboard with essential items, and provide emergency accommodation for people in need for the next 12 months.

The Kleenheat-Salvation Army partnership was formed after support centres in regional Australia saw a sharp increase of around 20 to 25% in some areas with the number of people seeking assistance since the start of the global financial crisis.

The donation handover to the Albany Salvation Army will take place on Tuesday 15 December at the Salvation Army, at 152 – 160 North Road, Albany at 12.00pm. The local community is encouraged to attend for a FREE sausage sizzle to celebrate in the event. Anyone attending is also encouraged to bring a donation by way or money or food to help in the cause.

Captain's Naill and Michelle Gibson are the local Salvation Army officers from Albany who will receive the cheque on the day from Kleenheat representative Phil Cockayne, and Danny Paine from the local Kleenheat Gas House in Albany.

Kleenheat launched the partnership in October with volunteers from Kleenheat Gas assisting with the construction of permaculture gardens in the Kinglake Village, which houses approximately 50 residents whose homes were destroyed in the February bushfires.

Then in November, Kleenheat donated \$5000 to the Northam Salvation Army Emergency Relief program that assists in providing financial aid, food parcels, bed and other furniture to disadvantaged people in the Northam and surrounding community.

Kleenheat Gas Sales Manager, Mike Carrigg, said the new Regional Care Program would really help various local communities.

"We've seen regional areas being hit hard by the slowing economy, and it is important to me and all Kleenheat Gas employees to provide support where we can. We're proud this month to be making a difference to the community in the Albany region, especially as we approach Christmas and the needs of the community are increased," Mr Carrigg said.

Salvation Army spokesman Warren Palmer said there had been a substantial rise in demand for services since the economic downturn with up to 25% of people seeking assistance who have never asked for help in the past.



“While each regional community can have its own unique social needs, we have certainly experienced a call for help not seen in many years. This new relationship with Kleenheat Gas is both exciting and innovative as it enables us to identify particular social needs and make a different response each month,” said Mr Palmer.

ALBANY CHEQUE PRESENTATION EVENT DETAILS:

General public welcome and invited to attend free sausage sizzle and community event!

Tuesday 15 December

12.00pm

Salvation Army

152 – 160 North Road, Albany

ENDS###

MEDIA EVENT DETAILS:

Tuesday 15 December, 12pm

Footage opportunities from 12pm:

Brief speech from Kleenheat Gas Phil Cockayne (local Business Representative)

Cheque presentation

Brief speech from Salvation Army representatives

Free community sausage sizzle

Interviews available with:-

Captain's Naill and Michelle Gibson (local Salvation Army officers)

Kleenheat Gas representatives

Local community representatives

MEDIA CONTACT:

Natalie Cameron

NRC Communications

Phone 08 9242 2711

Mobile 0411 740 570

Email natalie@nrccommunications.com