



Media Release

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Reach Out And Give Hope This Christmas

The Salvation Army is encouraging people to connect with each other this Christmas to appreciate the true meaning of this festive season.

Leigh Cleave, The Salvation Army's Communications and Fundraising Director, said it is important to think of others this Christmas, especially those who are doing it tough.

"For many Australians, Christmas is a joyous period filled with an abundance of family, friends and gifts," Mrs Cleave said.

"However, for many disadvantaged and marginalised Australians, Christmas can be a time of great sadness and despair. Now more than ever it's vital we reach out to those in need and appreciate the things we have, rather than focusing on the things we want."

New Roy Morgan research from The Salvation Army highlights the real need for people to connect with one another this Christmas, with a huge 1.9 million people (equivalent to 10.6% of survey respondents) reporting they almost always or often feel lonely at Christmas. Additionally, 8.4 million Australians (equivalent to 45% of survey respondents) believe Christmas is a 'financial nightmare'.

"Christmas is a challenging time for many individuals and families due to economic hardship, violence, substance abuse, loneliness and homelessness. It is also The Salvation Army's busiest time of the year, with more than 70,000 families turning to us for help," Mrs Cleave said.

"We encourage those who are among the fortunate to help people in need and remember the true meaning of Christmas – the spirit of giving."

The Salvation Army has a network of local churches around the nation offering a range of activities leading up to Christmas, including Christmas Carol events and community Christmas lunches for people who wish to connect at Christmas time. To find out what's happening at your local Salvos, visit salvos.org.au

To donate to The Salvation Army Christmas Appeal and help give hope where it's needed most, visit salvos.org.au or call 13 72 58 (13 SALVOS).

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For more information or media comment please contact:

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