

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Drew

[drew.forster@use.salvationarmy.org](mailto:drew.forster@use.salvationarmy.org)

Phone: 617.308.3547



**SALVATION ARMY AIMS TO ENSURE NO ONE GOES HUNGRY ON THANKSGIVING WITH CALL TO ACTION AND FUND DRIVE FUELED BY DONOR CHALLENGE OF \$75,000**

*Northern Light and BTS Asset Management issue a \$75,000 challenge to increase giving to support Thanksgiving meals for an increasing number of hungry families this year.*

**BOSTON**, [October 22, 2015] -- The Salvation Army has received a \$75,000 challenge grant from two major donors in hopes of raising an additional \$50,000 to help those in need this Thanksgiving. For the third year in a row, Boston-based Northern Light, a leading provider of strategic research portals, and BTS Asset Management have teamed up to help fund this year's annual distribution of Thanksgiving food baskets to needy individuals and families in Boston and throughout Massachusetts. The leadership of both companies appreciates the work of The Salvation Army and challenges other corporate and individual donors to get involved.

Each year, The Salvation Army provides Thanksgiving food baskets – which include a variety of items such as full turkeys, stuffing and pumpkin pie – to individuals and families in need. In the last three years, need jumped 67%, jumped from 1,200 families served in 2011 to over 2,000 families served last year. This represents over 10,000 individuals enjoying a hearty, nutritious Thanksgiving meal.

To support the growing need, The Salvation Army is looking to raise \$125,000. The challenge grant from Northern Light and BTS Asset Management will match new gifts from individuals and corporations dollar for dollar up to \$50,000.

To help spread the word about this important effort, WCVB TV5 has signed on for a second year in a row as the media sponsor for the No One Hungry initiative.

Thanksgiving baskets will be distributed on November 21<sup>nd</sup> in a coordinated, city-wide distribution effort at the five Salvation Army locations in Boston.

"Many individuals are struggling to provide basic necessities such as food and clothing for their families this holiday season," said Major Gregory Hartshorn, General Secretary of the Massachusetts Salvation Army. "For those experiencing poverty, the economy continues to be a real hardship and we've seen an increase in need – even in families where one or more adults are working."

The corporate and media sponsors are hopeful that the challenge will encourage new gifts so that The Salvation Army can reach its goal of raising \$125,000 for the Thanksgiving meals program.

"The baskets are filled with good food, but the best things in there are a sense of normality, dignity, family, and hope," said C. David Seuss, Northern Light's CEO. "In this case, we saw a clear cut

opportunity for one-on-one charity—where we could provide the solution to one problem for at least one group of people for one day.”

“WCVB cares about our community,” said Bill Fine, President and General Manager of WCVB. “We have worked alongside The Salvation Army for decades to help the hungry and hurting in Massachusetts. No one should go hungry in Boston on Thanksgiving. Together, we can ensure no one does.”

Matthew Pasts of BTS Asset Management echoes those sentiments. “Every day, The Salvation Army helps those in need in so many different ways. We want to do all we can to brighten up Thanksgiving, the ultimate family holiday for our struggling neighbors. That’s why we have joined this challenge.”

Regarding the generous support of the corporate and media sponsors, Major Hartshorn said, “The Salvation Army’s mission is to serve all those in need, and we hope that this challenge provides a vehicle for those wishing to help families and seniors who are struggling this Thanksgiving.”

In addition to financial contributions, The Salvation Army is also accepting donations of turkeys and all the traditional fixings from those wishing to assist others this Thanksgiving and holiday season. For more information, please visit [www.salvationarmy.org](http://www.salvationarmy.org).

### **About The Salvation Army**

Whether it is shelter for a displaced family or a warm cup of coffee for our brave first responders – hope and healing is the message of The Salvation Army. Since 1865, The Salvation Army has been providing social and spiritual services to communities throughout the world. People given purpose, hearts given hope and souls finding redemption – this has been our mission for more than a century.

### **About BTS Asset Management**

Founded in 1979, BTS Asset Management is one of the nation’s oldest third party money managers, providing quantitative risk management and portfolio solutions for mutual fund and variable annuity clients looking for income and/or total returns. BTS manages approximately \$1.9 billion (\$1.5 discretionary and \$0.4 non-discretionary) in 12,500 individual, corporate, and pension accounts, and works with over 3,000 financial planners and registered representatives. BTS has multi-year track records in tactical fixed income and equity management dating as far back as 34 years, providing advisors and clients alike with the experience and service of an established money manager.

### **About Northern Light**

[Northern Light](#) has been providing strategic research portals, business research content, and search technology to global enterprises since 1996. Northern Light’s current clients include *Fortune* 100 market leaders in information technology, pharmaceuticals, telecommunications, energy, financial services, and transportation, retailing, and consumer products. Headquartered in Boston, Massachusetts, Northern Light has unique partnerships with more than 100 of the world’s leading syndicated technology and industry research publishers, and is a charter member of the Center for Complex Systems and Enterprises at the [Stevens Institute of Technology](#).

### **About WCVB**

WCVB is Boston's broadcast/digital media leader, providing news, weather, sports, community service and entertainment on multiple platforms including WCVB Channel 5, wcvb.com, WCVB mobile and MeTV Boston. Founded by community leaders in 1972, WCVB is committed to its mission to serve the region with quality local content. In addition to 30 hours of NewsCenter 5 coverage each week, original offerings include Chronicle, the nation's longest running local news magazine; CityLine, a weekly urban magazine program; and On The Record, a weekly political roundtable. The station has been honored with numerous prestigious national broadcasting honors including the 2014 Edward R. Murrow Award for "Overall Excellence," their highest honor, as the nation's most outstanding news station and the National Association of Broadcasters "Service to Community" award, plus multiple recognitions as Television Station of the Year by the National Gabriel Awards, the National Headliner Awards, the RTDNA Edward R. Murrow Awards, the regional Emmy's, Associated Press Awards, Walter Cronkite Award, duPont Awards and Gracie Awards. WCVB, Boston's ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook (wcvb5), Twitter (@wcvb) or Google+ (search +wcvb)

###