

*** MEDIA ALERT * MEDIA ALERT * MEDIA ALERT ***



POMONA TEACHER DONATES YEAR'S WORTH OF FOUND COINS TO THE SALVATION ARMY'S RED KETTLE CAMPAIGN

Donor Hopes to Inspire Others to Discover the Joy of Finding and Giving Change

WHAT: **Tina Shelton** of Pomona has been on a “winning streak” like no other. For 365 consecutive days, she’s found coins and/or dollar bills in both likely and unlikely places – from the pavement to inside vacuum cleaners – each with special meaning attached. She’s celebrating the unbelievable milestone on **Saturday, December 19** at **JC Penney** in **Whittier** with a special donation to **The Salvation Army’s Red Kettle Campaign**. In addition to donating **more than 3,400 coins/dollar bills** – totaling more than \$160 – the journey has inspired a daily blog and website – www.pennyfinders.com, as well as inspired a new guidebook – encouraging others to discover the joy of finding and giving back.

The Salvation Army in Southern California raises 60 percent of its annual operating budget during the holidays, making this a critical season for bringing in much-needed resources. Despite the economy, public support has been steadfast, but for The Salvation Army to reach its **\$2 million Red Kettle Campaign goal**, more support is needed. The kettles have brought in \$1 million so far, leaving just days for kettles to raise \$1 million more.

Other “PennyFinders” have agreed to triple Shelton’s coin gift, bringing the total to just over \$500. The public is encouraged to follow her lead by giving their piggy bank collections during the final days of the campaign.

WHEN: **Saturday, December 19; 10 – 10:30 a.m.**

WHERE: **JC Penney** – 15740 Whittwood Lane, Whittier, Calif. 90603
(Major cross-streets: Whittier Blvd. and Santa Gertrudes Ave.)

WHO: * Tina Shelton, Pomona resident and lecturer at Cal Poly Pomona’s College of Engineering, whose 365-day streak of finding coins/bills has led her to making this special Salvation Army donation
* Lieutenant Robert Davidson, Asst. Corps Officer, Whittier Salvation Army

VISUALS: * Donor depositing more than 3,400 found coins/bills into an iconic red kettle
* Uniformed Salvation Army officer ringing a bell beside a kettle
* Holiday shoppers placing money in the kettle while entering/exiting the store

MORE: Tina Shelton of Pomona has been on a year-long journey of finding coins/bills, each with special meaning attached. The experience has inspired a blog/website and newly-released guidebook to help others discover the joy of finding and giving monetary treasures. For more on her journey, as well as the opportunity to participate in her “1,000,000 smiles campaign,” visit www.pennyfinders.com

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