



**MEDIA RELEASE**  
December 16, 2020

## **Tis the Season to Give**

(Windsor, Ontario)

The COVID pandemic has struck hard on families in our community with business closures and lay-offs. In a season and time of giving, these families are in real need.

But unfortunately, the very agencies that provide the supports and backstop measures that help our community get through the hard times, are facing their own challenges. The year 2020 has been a difficult year for so many non-profits that depend on donations to fund their community programmes. COVID has dominated our concern for health and well-being, to the extent that we may forget there are still those in need, and agencies that desperately need our help.

**That is why the Windsor Port Authority is donating \$2500 to the Salvation Army Annual Kettle Campaign.** The funds have been re-purposed from the usual year-end festivities and recognitions to the priority of our community supports. It is the hope of Port Windsor that others will remember the Salvation Army and so many other worthy charities that provide the essential supports during this Christmas season, and throughout the year.

### **Background: Port Windsor**

Ontario's third largest port, each year the Port Authority receives more than 600 ships, delivering more than 5 million tonnes of aggregate, salt, steel and grain to Windsor-Essex, and ports across the Great Lakes, and into Europe. It also hosts Ontario's largest ship fueling depot.

The Windsor Port Authority is a federal Corporation under the Marine Act (1999) as one of just 18 national ports established to promote the growth, competitiveness and prosperity of Canada's economy.



Each year, Port Windsor donates 3% of its revenues to charitable and community needs. In 2020, the Authority will donate in excess of \$40,000 locally.

### **Background: Salvation Army**

The Salvation Army is a Christian organization that gives hope and support to vulnerable people in 400 communities across Canada and in 131 countries.

As the largest non-governmental direct provider of social services in Canada, The Salvation Army offers unprecedented support to society's most vulnerable. When you give to The Salvation Army, you are giving hope today by investing in the future of marginalized and overlooked people.

From food hampers to helping put toys and clothes under the tree, The Salvation Army is providing practical assistance to those in need this Christmas.

For further information please contact:

**Steve Salmons**

President and CEO  
Windsor Port Authority  
226-345-6703  
[ssalmons@portwindsor.ca](mailto:ssalmons@portwindsor.ca)

**Major Danny Pinksen**

Salvation Army, Windsor  
519-253-7473, #7  
[Danny.pinksen@salvationarmy.ca](mailto:Danny.pinksen@salvationarmy.ca)