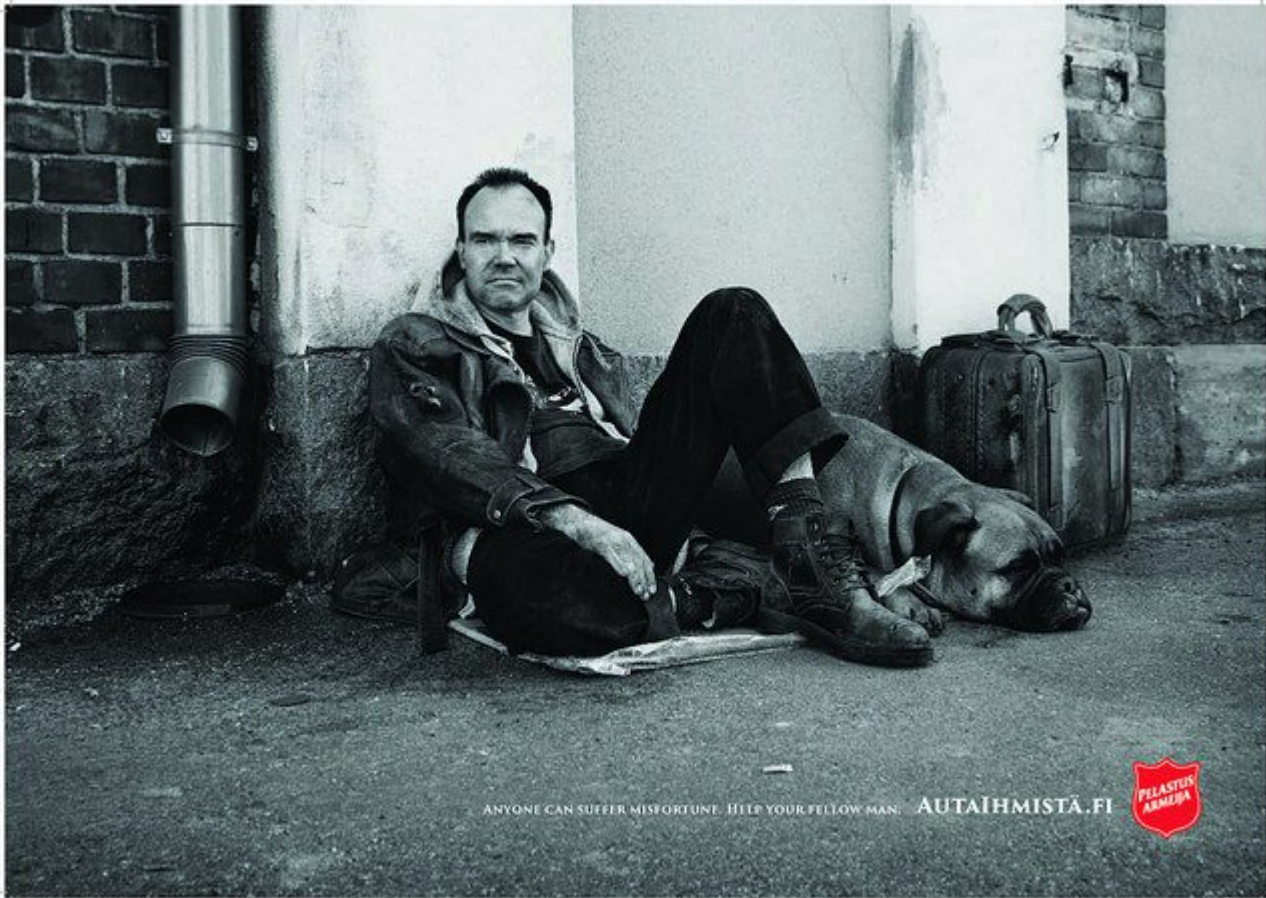


Former Finnish President appears in new Salvation Army campaign

In a new Salvation Army fundraising campaign in Finland, Former Finnish President Tarja Halonen and Peter Vesterbacka—the entrepreneur behind numerous mobile gaming phenomena—have been photographed in evocative, monochromatic “what if?” portraits that picture these successful people as being destitute.

The Salvation Army’s message is that anyone can be affected by unexpected events—accidents, illness, unemployment, assaults or the death of a loved one—which can start a devastating chain of reactions leading to poverty. The campaign seeks to highlight that poverty “can happen to any of us,” and that The Salvation Army is here to help.





“It is vital to help your fellow man,” said Halonen, explaining her rationale for taking part in the campaign. “This is human rights work on a daily basis.”

As Vesterbacka added, “Leaving nobody behind is the very essence of Finnishness.”

The ads were developed pro bono by Make it Simple and photographed by Anton Sucksdorff.

The campaign also includes a hard-hitting video (in Finnish) at www.autaivismista.fi.