

## Kettle kick-off held during Cowboys half-time show

For the fifth consecutive season, The Salvation Army's Red Kettle Campaign was kicked-off during the Dallas Cowboys Thanksgiving Day half-time show. Multi-platinum recording group Creed was featured in the nationally televised performance, aired live by CBS.

"The tragic events of the past few months have put an even greater demand on services from The Salvation Army," said Jerry Jones, Dallas Cowboys owner and general manager. "Now, more than ever, people are relying on the Army for help, and this event was an opportunity for the Dallas Cowboys to remind Americans that donating to the red kettle is one of the best ways to help people in our country today."

Creed entertained fans at Texas Stadium and those watching at home by performing a medley of songs, featuring the new single, *My Sacrifice*.

"The Salvation Army does so much to help those in need, and has been such an important part of the relief efforts since September 11, that it was a real honor to perform on their behalf on Thanksgiving Day," said Creed's lead singer Scott Stapp.

