



DOING THE  
MOST GOOD™

**MEDIA ADVISORY  
SALVATION ARMY'S KROC CENTER TO HOLD  
GROUNDBREAKING CEREMONY**

**DATE:** March 22, 10:00 a.m.

**WHERE:** Mid-South Fairgrounds, just south of Kroc Property off East Parkway, Memphis

**CONTACTS:**

Elizabeth Duncan, Salvation Army  
[Elizabeth\\_Duncan@uss.salvationarmy.org](mailto:Elizabeth_Duncan@uss.salvationarmy.org), 901-260-9130

Doug Carpenter, doug-carpenter and associates  
[doug@doug-carpenter.com](mailto:doug@doug-carpenter.com), 901-372-5100,

Officials of The Salvation Army will break ground on its 100,000-square-foot Ray and Joan Kroc Corps Community Center on a 15-acre site near the corner of Central and East Parkway in Memphis. The community center will offer programs in the arts, education, recreation and worship and will include basketball courts, a fitness center, an aquatic center, soccer fields, and a 300-seat performing arts/chapel space.

The Salvation Army in Memphis raised \$25 million to match a gift from the Kroc estate funds for the construction of the center, which is estimated to be open in fall of 2011.

The event is open to the public.

**MEDIA OPPORTUNITIES:**

Interview/Photo opportunities with:

- Major Mark Woodcock, Area Commander, The Salvation Army
- Stephen Carpenter, Director of Operations, Ray and Joan Kroc Corps Community Center
- Mayor Wharton
- Local neighborhood representatives
- Unique groundbreaking ceremony

---

## **About The Salvation Army**

The Salvation Army, an evangelical part of the universal Christian church established in 1865, has been supporting those in need in His name without discrimination for 129 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar spent is used to support those services in 5,000 communities nationwide.

The Salvation Army began its work in Memphis on October 18, 1900. Since then, the organization has fought hunger, homelessness, addiction, poverty, abuse, and suffering caused by disaster. At the center of The Salvation Army's work in Memphis are four core ministries: The Purdue Center of Hope, a facility that houses three shelters for homeless women and children; the Adult Rehabilitation Center, a work-therapy program for men; the local Corps which provide neighborhood outreach and support; and the Ray & Joan Kroc Corps Community Center, which once construction is complete, will offer programs in the arts, education, recreation and worship.

### **Additional information:**

[www.krocmemphis.org](http://www.krocmemphis.org)

[www.salvationarmymemphis.org](http://www.salvationarmymemphis.org)