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Project SHARE donations top \$50,000

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Regular season success for the Atlanta Braves represents a second chance for many families in Georgia, according to officials with The Salvation Army.

Nearly \$60,000 already has been collected for The Salvation Army's Project SHARE, a program created in 1985 to provide emergency assistance to families who need help with basic necessities, including housing, food, medical care and utility services.

The most recent donation will come from Gas South's "Bring the Heat" campaign, in which the natural gas marketer has pledged to donate \$50 for each strikeout recorded by an Atlanta Braves pitcher this season. The pitching staff has registered nearly 1,200 strikeouts thus far, according to Gas South officials, to raise the Project SHARE donation tally to more than \$58,000.

"The Atlanta Braves pitching rotation has not only had a huge impact on the team's record this season, but has also resulted in Gas South being able to help hundreds of local families, in need, through Project SHARE," said Gas South CEO Kevin Greiner, in a written statement. "All of us at Gas South are huge Braves fans, and this has been a great way for us to support the important work of the Salvation Army across Georgia."

Maj. James Seiler, the area commander for The Salvation Army Metro Atlanta Area Command, said he hopes to see the "Bring the Heat" campaign continue with Gas South and the Atlanta Braves, who are in the midst of a race for a baseball post-season berth.

"This is an exciting thing," Seiler said. "We certainly hope for a prosperous post-season."

Atlanta Braves President John Schuerholz acknowledged the benefits of "Bring the Heat" to The Salvation Army. "Our goal is to put together the best pitching staff that will help our ball club win games," Schuerholz said, also in a written statement.

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"To have their success tied to this great cause is a huge bonus for the team and the Salvation Army, and we are proud to partner with Gas South in giving back to the community so generously."

Added Maj. William Mockabee, commander of the Salvation Army's Georgia Divisional Headquarters: "It is through the generosity and

concern of corporate partners, like Gas South, that Project SHARE is able to address the growing needs of Georgia families in crisis. Their support is especially meaningful in the current economic environment, which has presented new challenges for local families and for our resources."

Maj. Seiler stressed that donations to Project SHARE are contributions to "homeless prevention" in Georgia. The area commander said families, in many instances, are a utility

bill away from homelessness, and a donation away from being in a better place in their lives — financially and otherwise.

"If we can avoid homelessness, we keep kids in the school, we keep families together ...," Seiler said. " ... The most effective way to help with the homeless problem is to avoid it all together."

Seiler said Gas South and Georgia Power, along with other utility companies in metro Atlanta have long been major supporters of Project

SHARE. The utility companies, he said, provide their customers with options to donate a small amount (between \$1 and \$10) per month to the program.

"We will provide over a million dollars just this year in assistance, through Project SHARE," said Seiler.

Last year, according to The Salvation Army's web site, the program provided assistance to more than 50,000 Georgians.

Seiler said those needing assis-

tance, or wanting to make donations in person, can visit their local The Salvation Army site and Project SHARE office. Henry County residents can visit the McDonough location, at 401 Racetrack Road, or call (770) 957-8868, while Clayton County residents can visit the Jonesboro location, at 130 Spring Street, or call (770) 603-6258.

Seiler noted that money donated to Project SHARE remains in the county in which it has been donated.