



PUBLIC RELATIONS DEPARTMENT
DID : 6555 0245 FAX : 6458 8958
FOR IMMEDIATE PRESS RELEASE
APRIL 6 2006

The Salvation Army would like to draw the public's attention to the misuse of The Salvation Army logo on donation draw tickets for a "Great Concepts Crack the Safe National Lucky Draw".

According to a concerned member of the public who alerted us to this survey-cum-lucky draw conducted around Raffles Place last month, the approach adopted by the survey company staff was aggressive and seemed authentic as the lucky draw ticket displayed not only The Salvation Army logo, but also that of four other well known non-profit organisations.

The Salvation Army was not approached by any company or individual for permission to use its logo in this instance, neither did it form a partnership to carry out this event or agree in advance to be a beneficiary of its unclaimed awards or prizes, as inferred on the tickets.

Colonel David Bringans, Territorial Commander of The Salvation Army in Singapore, Malaysia and Myanmar says, 'It is not unusual for companies to donate unclaimed prizes to The Salvation Army. However, should they state publicly that such prizes go specifically to us, mentioning us by name and using our logo, they must inform us and secure our agreement in advance. Sadly, incidents like these erode the public trust and cause people to become wary about supporting charities.'

The Salvation Army urges the public to be careful. If anyone is unsure when approached for donations or invited to participate in any Salvation Army event, please call the Public Relations Department at 6555 0245 for verification.