

PUBLIC INVITED TO TREE OF LIGHTS KICKOFF CEREMONY
Salvation Army Red Kettle season set to begin Nov. 13

OMAHA, Neb. (Nov. 5, 2009) -- The Salvation Army and American National Bank welcome the public to the official lighting ceremony of the newly designed Salvation Army Tree of Lights on Friday, Nov. 13 at 6:00 p.m. at the American National Bank building, located on the corner of 90th and W. Dodge Rd.

The special lighting ceremony will be emceed by KETV's John Oakey and Brandi Petersen and will feature free food, compliments of Jimmy John's, beverages, musical entertainment by two-time Omaha Entertainment Award winner Heidi Joy, and a visit from Santa and his reindeer. The event officially kicks off the 2009 Salvation Army Tree of Lights Red Kettle season.

The Salvation Army hopes to raise \$2.8 million for the poor and disaster-stricken in our community.

Susan Eustice, Salvation Army director of public relations, commented, "There is no better way to kick off our annual Red Kettle campaign than with the lighting of the newly designed Tree of Lights, which represents hope and good will toward those less fortunate in our community." Eustice invites all members of the community to come and enjoy the evening's festivities.

The 2009 Tree of Lights, designed by Brite Ideas Decorating in Omaha, weighs more than 10,800 pounds, stands 75 feet tall and will be illuminated by 55,000 LED lights and 625 giant LED starbursts, making it the largest illuminated tree in the Midwest and more than 80 percent more efficient than trees of the past. The 10-foot-high base of the tree will be decorated with an additional 16,000 red and green LED lights and the tree is topped with a star illuminated by 2,500 white LED lights.

For more information on the Salvation Army Tree of Lights Red Kettle kickoff event, contact Susan Eustice, Salvation Army director of public relations, at (402) 898-5908 or visit www.givesalvationarmy.org.

For Immediate Release October 28, 2009

Contact:
Susan Eustice
The Salvation Army
(402) 898-5908
Susan_Eustice@usc.salvationarmy.org

NEW SALVATION ARMY TREE OF LIGHTS READY FOR DELIVERY TO HOME FOR THE HOLIDAYS
Police escort delivery scheduled for Friday

OMAHA, Neb. -- The Salvation Army and American National Bank are pleased to announce the special police escort delivery of the newly designed, energy-efficient Salvation Army Tree of Lights on Friday, Oct. 30. The 2009 Tree of Lights will be escorted from Cargo Zone at 6200 N. 16th St. at approximately 3:00 p.m. and will travel west to the American National Bank building at 8990 W. Dodge Rd., where it will rise to the challenge of helping The Salvation Army reach its goal of raising \$2.8 million for the poor and disaster-stricken in our community, and serve as a symbol of strength, hope and good will surrounding the annual Salvation Army Tree of Lights campaign. A delivery caravan will consist of three tractor trailer trucks, two Brite Ideas Decorating trucks and three passenger vehicles. The tree is scheduled to arrive at 3:30 p.m. at the American National Bank location, where it will remain throughout the holidays.

The 2009 Tree of Lights, designed by Brite Ideas Decorating in Omaha, weighs more than 6,000 pounds, stands 75 feet tall and will be illuminated by 55,000 LED lights and 100 LED starbursts, making it the largest illuminated tree in the Midwest and more than 80 percent more efficient than trees of the past. The 10-foot base of the tree will be decorated with an additional 16,000 red and green LED lights and the tree will be topped with a star illuminated by 2,500 white LED lights. KETV's Rob McCartney will place the star atop the tree on Saturday, Oct. 31, at 11:00 a.m.

Designing, decorating, engineering and planning for the transportation of the new Tree of Lights has been a collaborative effort involving resources from Brite Ideas Decorating, The Salvation Army, American National Bank, HDR Inc., Mainfreight USA, Ironworkers Local 21, Kiewit Building Group and Simmonds Holding.

Speaking on behalf of all involved, Bright Ideas Decorating owner Travis Freeman said, "This project was especially rewarding because the Tree of Lights represents hope and good will toward those less fortunate in our community."

The Salvation Army plans to illuminate the newly designed Tree of Lights on November 13, 2009, at 6:00 p.m. at American National Bank, located on the corner of 90th and W. Dodge Rd. The special lighting ceremony will be emceed by KETV's John Oakey and Brandi Peterson and will feature free food, beverages, and musical entertainment by Heidi Joy, officially kicking off the 2009 Salvation Army Tree of Lights campaign.

For more information on the Salvation Army Tree of Lights campaign or for more tree "factoids," contact Susan Eustice, Salvation Army director of public relations, at 402-898-5908 or visit www.givesalvationarmy.org.

For Immediate Release

Contact:
Jenny Buckley
Vice President, Marketing Manager
American National Bank/Peoples National Bank
(402) 255-5156
jbuckley@anbank.com