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Salvation Army sets out to 'Rescue Christmas' due to immense impact of COVID-19

Across nation, largest social-services organization launches iconic holiday fundraising campaign earlier than ever to meet increasing need

For the first time in 130 years, The Salvation Army is starting its annual holiday fundraising campaign early across the country in order to rescue Christmas. The funds raised through the organization's iconic red kettles are at risk this year due to COVID-19 while requests for services are at an all-time high.

Based on the increase in ser-

vices already provided in response to the pandemic, the organization could serve up to 155% more people nationwide in 2020 with Christmas assistance, including putting food on the table, paying bills, providing shelter and helping place gifts under the tree – assuming the resources are available. Throughout this division of The Salvation Army last year, 4.3 million meals were served. Since COVID-19 hit, the Empire State Division has already served 5.4 million meals in just six months. At the same time, due to the

closing of retail stores, consumers carrying less cash and coins, and the decline in foot traffic, The Salvation Army could see up to a 50% decrease in funds raised nationally through the red kettles, which would limit its capability to provide services for the most vulnerable. To put this in perspective, last year \$3.8 million was raised across the local division through about 2,000 red kettles.

"We know that this year the need for financial support is greater than ever before. We need your help to ensure Christmas is

bright for those who need it most. We will continue to redefine what it means to 'Do the Most Good' during these unprecedented times and we hope you will join us in rescuing Christmas for our most vulnerable friends and neighbors across New York state," said Maj. Ivan Rock, state commander for Empire State Division.

Here are safe and simple ways to help:

√ The best way to ensure these vital services continue is to enlist in Love's Army with a sustaining
SEE SALVATION, on Page 5

We can restore prosperity with our votes

Imagine where our families would be today if incomes had doubled in the last 25 years. It's not a fantasy. That's the way things used to be in Niagara County and across the United States.

Real income doubled in the post-World War II generation, and everybody from the bottom to the top shared the gains. Those were the days when you could walk off the street like my father did and get a job for life at GM, with pension, health care, and a nice raise every year. But the average American worker hasn't had a meaningful raise since the 1990s.

The one-sided policies of the Re-

publican Party are killing our prosperity. They're bad for workers, and they're bad for businesses.

The economy has two sides: supply and demand, production and consumption. If you want to sell something, somebody has to be able to buy it.

Republicans' relentless "pro-business" policies starve the buying half of the economy. Our economy typically expanded 4%-6% a year in the 1950s-1970s. In the last 20 years, a typical expansion is 2%-3% a year. That means fewer opportunities for businesses and flat wages for workers.

We'd all be richer if we return

to a balanced approach. Workers would earn higher paychecks, and businesses would get customers with more money to spend.

So let's be pro-worker/consumer as well as pro-business.

- If we want workers to be productive, they need health care.
- If we want workers to show up reliably, they need child care.
- If we want workers with the right skills, they need training and education.

These are the kinds of things we did after World War II. We know they work.

But Republicans oppose every attempt to make lives better for

workers and the businesses they buy from. Republicans are trying to rip health care away from 20 million Americans right now. They refuse to expand child care. They refuse to make education more affordable. Every one of us is poorer today because of their one-sided approach.

Let's go back to the two-sided policies that worked before. We can restore economic balance and our prosperity by voting for Joe Biden for president and Nate McMurray for Congress.

Eric Purchase

Encourages vote for Ceretto

I am writing to enthusiastically endorse my nephew, John Ceretto II, for Niagara County district attorney.

John has always called Niagara County home. He learned at an early age to be trustworthy, hard-working, and a great listener with unselfish understanding. John learned the value of teamwork

while playing in school sports and the importance of doing a job right from working several jobs such as a waiter and on the assembly line while attending school.

After earning his law degree, he was admitted to the New York State Bar. John served as Niagara County assistant district attorney for five years where he prosecuted

hundreds of cases in Niagara. Partnering with agencies like the Niagara Falls Police Department, John earned a deep respect for the risks that law enforcement officers take to keep our neighborhoods safe. John has been an outstanding prosecutor in the DA's office, and it is without hesitation that I recommend him for Niagara County

district attorney.

John is currently in private practice where he has continued to gain broader knowledge of the law. I feel John brings an independent voice to the office. A voice of the people. I encourage you to join me in endorsing John Ceretto II for Niagara County district attorney.

Joe Ceretto

Ceretto right choice for Niagara County DA

I would like to express my wholeheartedly endorsement of John Ceretto II for Niagara county district of attorney. John has deeply ingrained family values that make the Niagara Frontier such a special place. John knows the kind of community we deserve. John is committed to keeping our communities safe. Safe for our children,

safe for our parents, and even safe for our family pets. He is a committed volunteer who helped establish the White Whiskers Senior Dog Sanctuary.

John gained a great deal of experience working effectively as a prosecutor for the district attorney's office for five years. While serving Niagara County as

assistant district attorney, John prosecuted hundreds of cases in Niagara Falls, North Tonawanda, and the five town courts. John has been in private practice for the last three years where he continues to serve the public.

John understands the importance and the obligation of being a district attorney. He is honest, reli-

able, and willing to work the long hours needed for the position. He also brings an independent voice to the office.

It is with proud enthusiasm; I believe John is the person best qualified to be our next district attorney.

Virginia Cutler

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