



Salem Media Group- Twin Cities partnered with The Salvation Army North on the *Here To Help* promotion. A week-long multi-media awareness campaign to support Twin Cities' neighbors in need during COVID-19 & community unrest is South Minneapolis. The campaign consisted of promotional announcements, vignettes, and social media elements to tell the community story of need.

On Thursday, July 30<sup>th</sup> Salem-TC hosted a two-hour simulcast broadcast on The Patriot & The Mission from 4pm-6pm live from The Salvation Army's Lake Street location in South Minneapolis.



During the week-long campaign, over \$37,000 was raised and over 500 families were fed with an on-site food drive and hot meal give-a-way during the two-hour broadcast.

