



CROWN RESORTS AND CROWN RESORTS FOUNDATION SUPPORT THE SALVATION ARMY'S RED SHIELD APPEAL IN IT'S 60TH YEAR AS PLATINUM PARTNER

13 May 2024, Australia: Crown Resorts is proud to announce its continued support for The Salvation Army as Platinum Partner of this year's 60th Red Shield Appeal via the Crown Resorts Foundation; pledging \$160,000 and launching a donation drive across its resorts.

From Monday, 20 May, until the end of June 2024, Crown will display donation QR codes across its three resorts, allowing restaurant and hotel guests to contribute to the appeal.

Salvation Army socks will also be on sale at Crown Gifts stores, and all proceeds will go towards the appeal.

To extend a helping hand, Crown's team members will also engage in a winter clothing collection and donation drive and volunteer at The Salvation Army's cafes in Melbourne, Perth and Sydney.

Crown will also be lighting its three resorts red from Friday, 24 May to Sunday, 26 May, to show support for the national Red Shield Appeal door-knock weekend.

Crown Resorts CEO Ciarán Carruthers said: "Crown is pleased to continue its nearly 20 years of support for The Salvos and we are incredibly proud of their work in our communities. Winter is a challenging time for many, and we are committed to supporting those in need. As The Salvos commemorate 60 years of the Red Shield Appeal, we encourage our guests and Crown friends to unite with us in extending hope and assistance to vulnerable Australians."

The Salvation Army's Major Warren Elliott said: "We are seeing an avalanche of need at the moment and this incredible generosity will go a long way towards helping the thousands of people who rely on us for support – one person every 17 seconds."

In FY2022-23, The Salvation Army*:

- Assisted more than 10,000 women and their children at risk of experiencing family violence; provided 62,000 sessions of care and more than 123,000 nights of emergency accommodation for women and children impacted by violence.
- Assisted over 250,000 individuals and administered more than 1.67 million sessions of care.
- Distributed nearly \$25 million in financial aid to those in need.
- Supported over 38,000 individuals and provided over 317,000 care sessions to those at risk of or experiencing homelessness.
- Deployed Emergency Services (SAES) to aid nearly 30,000 individuals and disbursed over \$5.5 million in disaster relief following events such as floods, bushfires, and cyclones.
- Provided Moneycare financial services to assist more than 13,000 people with financial counselling.
- Supported over 4,500 young people through youth services, delivering over 72,000 care sessions.
- Assisted over 36,000 jobseekers in their employment search.



- Provided Doorways emergency relief and community services to over 127,000 individuals, offering more than 300,000 sessions of care to those in need of food and material aid.

*Source: The Salvation Army, Annual report FY2022-23.

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Notes to Editor:

The Red Shield Appeal is The Salvation Army's signature fundraising drive that helps fund its vast network of social and community services, including family and domestic violence, homelessness, alcohol and drug programs, youth services and emergency relief.

ABOUT THE SALVATION ARMY AUSTRALIA

The Salvation Army is an international Christian movement, united by faith and giving hope where it is needed most. Their mission is to support people who are experiencing hardship or injustice. Across Australia, the Salvos assist one person every 17 seconds. In 2022-23, The Salvation Army provided more than 1.67 million sessions of care and 1.2 million nights of accommodation, served more than 1.63 million meals and distributed nearly \$25 million in financial assistance.

*The Salvation Army authorises and consents to Crown Resorts and all entities and the Crown Resorts Foundation (Crown) soliciting and receiving funds on its behalf in connection with these initiatives, from 13 May 2024 to 30 June 2024. Where a \$10 donation is estimated to purchase and provide one meal. Crown is not responsible for donations and does not issue tax-deductible receipts. Donations are directly between you and The Salvation Army and cannot be cancelled or refunded by Crown. To learn more about The Salvation Army, go to salvationarmy.org.au

ABOUT THE CROWN RESORTS FOUNDATION

At the Crown Resorts Foundation, we believe in the power of collective action to create positive change and focuses on addressing key issues such as homelessness, family and domestic violence, and substance abuse. The Foundation recognises the importance of supporting these critical causes and are committed to working alongside our partners to create meaningful solutions.

The purpose is simple yet profound: to improve the lives of others in need. The Foundation is dedicated to creating genuine, authentic, lasting change and building stronger, more resilient communities through assistance and support of innovative programs and initiatives.