



## Program Overview

- WTAE-TV's project Bundle-Up was created in 1986 by former WTAE-TV General Manager Fred Barber, the late Chief Meteorologist Joe DeNardo, and Salvation Army Lieutenant Colonel Robert A. Watson. Project Bundle-Up is a joint venture of WTAE-TV and The Salvation Army of Western Pennsylvania.
- The Salvation Army and WTAE-TV's project Bundle-Up provides children ages birth to 18 years and senior citizens 62 years and older with brand new winter outerwear.
- Fundraising for our program runs year-long with some of our key fundraising events including the Annual Online Auction (March/April), TopGolf Classic (May/June), the WTAE-TV Telethon (December) and Polar Bear Jump (January).
- Each fall, funds are disbursed to Salvation Army Service and Worship Centers and Service Units throughout 28 counties in Western Pennsylvania.

## Program Impact

- Since its inception, The Salvation Army and WTAE-TV's project Bundle-Up has raised more than \$15 million dollars and provided new winter outerwear to over 285,000 children and senior citizens.
- Each year, the program helps approximately 5,000 children and senior citizens from low and middle-low income households purchase their own brand new winter outerwear.
- Hundreds of children are selected each year to participate in special shopping trips. During these trips, children have the opportunity to shop with local sports celebrities, WTAE-TV personalities and caring volunteers from area corporations who generously donate their time and support to The Salvation Army and WTAE-TV's project Bundle-Up.

## Why Support WTAE-TV's project Bundle-Up?

- When you give to project Bundle-Up, your donation will directly impact the lives of local children and seniors, whether it is an elderly neighbor or a student at your local elementary school.
- Purchasing essential winter outerwear can present a challenge to families with growing children and seniors living on a fixed income. For many that receive assistance, project Bundle-Up is the only way they are afforded weather-appropriate winter outerwear.
- Supporting The Salvation Army and WTAE-TV's project Bundle-Up not only ensures a warmer wait at the bus stop or a more comfortable trip to the doctor's office, but also results in higher self-esteem, a reduction in truancy rates in school and prevents colds and other respiratory illnesses in the communities that we serve.

**If you are interested in making a donation, coordinating a fundraiser or if you would like more information on WTAE-TV's Project Bundle-Up or The Salvation Army, please contact us:**

**The Salvation Army  
c/o Project Bundle Up  
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Carnegie, PA 15106**

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