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**Penny Campaign Gives Hope to Neighbors in Need**

*Collection Day Drive-Through at Truist Stadium on Saturday, December 7*

WINSTON-SALEM, NC (NOV. 1, 2024)—The annual Penny Campaign benefiting Samaritan Ministries is underway. All proceeds raised go toward guest services and the fulfillment of Samaritan Ministries’ mission: providing food, shelter and hope through Christian love. Collection jars for the Penny Campaign can be picked up at Samaritan Ministries, located at 414 East Northwest Boulevard in Winston-Salem, from 8:30 a.m. until 4:30 p.m. Mondays through Fridays.

Those who have collections of spare change and dollars are invited to drop off their gifts at the Penny Campaign’s Collection Day on Saturday, December 7, 2024. The drive-through event will be held at Truist Stadium (951 Ballpark Way—home of the Winston-Salem Dash) from 9 a.m. until noon on December 7 (please use the Broad Street entrance).

In addition to traditional ways of collecting money, Samaritan Ministries has set up a virtual method to collect funds for the Penny Campaign. Community leaders and individuals can become “Penny Campaigners” by setting up a virtual campaign on Samaritan’s website and sharing the opportunity to give with others. Contributions to the Penny Campaign can also be made directly online through December 31 at [samaritanforsyth.org/pennycampaign](http://www.samaritanforsyth.org/pennycampaign).

“Our Penny Campaign truly demonstrates that every cent counts. Every donation makes a difference in the lives of the most vulnerable in our community to provide them a warm meal and a safe space this winter,” Samaritan Ministries Executive Director Jan Kelly said. “For example, it only takes 366 pennies to provide a warm meal in our Soup Kitchen, where we serve more than 100,000 meals each year.

“We have established a variety of ways to support our Penny Campaign—including our traditional collection and online—and we encourage people to get creative in engaging with the campaign to benefit our neighbors in need,” Kelly added. “Collecting change is a fun activity for the whole family, and we look forward to seeing everyone at Truist Stadium on December 7.”

Sponsors of Samaritan Ministries Penny Campaign are First Horizon, Deuterman Law Group, Kathy and David Murray, WXII12 and the Winston-Salem Journal. WXII’s Lanie Pope is the Honorary Chair of the Penny Campaign.

For more information about Samaritan Ministries and to sign up to volunteer, please visit [samaritanforsyth.org](https://www.samaritanforsyth.org). Samaritan Ministries is located at 414 East Northwest Boulevard near downtown Winston-Salem.

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