



DOING THE MOST GOOD

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Salvation Army Widget to Unite and Drive Involvement in Relief

Desktop Widget and Mobile Service Provides Daily Source of Important Relief Information

O'Fallon, MO, August 5, 2008 – The Salvation Army of St. Louis has launched a desktop widget and mobile service to reach people during times of emergency. The Salvation Army Widget, available via Yahoo! Widgets (<http://widgets.yahoo.com>) for PC & Mac, provides news, calendars, locations, and involvement opportunities in the community. Salvation Army Mobile enables any mobile phone to access all of the important information available in the desktop widget version, but on the go.

"With all of the flooding and relief efforts going on around the Central US, it is very important to provide every tool possible for notification and volunteer enrollment. The Widget and Mobile launch will allow The Salvation Army to establish a higher level of connection with our community by developing channels that people can easily and quickly access," said William Becker, Communications Director for The Salvation Army St. Louis.

The Salvation Army of St. Louis will be providing a wider array of information via the widget including updates on donation drives that are conducted throughout the year. "There is an ever growing shift towards mobile and desktop content. We are thrilled to see The Salvation Army leading the way as a pioneer in communicating with their members, volunteers, and community," said Brian Powell, CEO of Widget Realm, Inc.

"The launch of the Salvation Army St. Louis Widget and the Mobile services capability are great tools to offer our community. Widget Realm's service makes communication development in these channels quick and easy," commented Major Randall Polsley, General Secretary of The Salvation Army of St. Louis.

Site visitors can get the desktop widget at <http://www.stl-salvationarmy.org> and can view the mobile service at <http://www.stl-salvationarmy.org/mobile> .

About Salvation Army St. Louis

The Midland Division of The Salvation Army, is headquartered in St. Louis, MO. It encompasses the state of Missouri, with the exception of Kansas City and six surrounding counties, and southern Illinois. For more information, visit <http://www.stl-salvationarmy.org>.

About Widget Realm, Inc.

Widget Realm, Inc. is the leading provider of widget and mobile based information solutions, including solutions for non-profit, schools, churches, organization, and corporations. Widget Realm is located in O'Fallon, Missouri. For more information about Widget Realm, please see the firm's website located at <http://www.WidgetRealm.com>.

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