

NEWS

Contact: Matt Gruemmer, Coloff Media
C: 563-320-1263
O: 319-277-1918
E: matt@coloffmedia.com

April 24, 2018
FOR IMMEDIATE RELEASE

Scoring for the Salvation Army Campaign Raises \$3,849 for the Salvation Army of Waterloo/Cedar Falls

Kimball & Beecher Family Dentistry Presented Donation Matching \$1 for Every Point the Cedar Falls Tigers Scored in Football and Basketball During 2017-18 Season

WATERLOO, IOWA, April 24 — Kimball & Beecher Family Dentistry presented the Salvation Army of Waterloo/Cedar Falls with a donation for \$3,849 Tuesday morning at the Salvation Army's offices in Waterloo.

“This is actually amazing because it's going to be able to help us serve so many more people,” said Niki Litzel, Salvation Army Community Resources Coordinator. “Our kettle's came up a little short at Christmas time, so this will help make up for that.”

The donation event wrapped up the first season of the Scoring for the Salvation Army Campaign, an effort ran in conjunction with Coloff Media radio station Cruisin KCFI's (1250 AM & 105.1 FM) play-by-play broadcasts and coverage of Cedar Falls High School athletics during the 2017-18 sports season. Kimball & Beecher Family Dentistry sponsored the campaign and pledged to donate \$1 for every point the Cedar Falls Tigers scored in varsity football, girls' basketball and boys' basketball during the 2017-18 campaign.

“When the station called us a year ago to ask us to if we'd be willing to donate a dollar for every point scored, it took us about a second to say ‘yes’,” said Dr. Beau Beecher of Kimball & Beecher Family Dentistry. “We were really excited to be able to partner with the station (KCFI), give to the Salvation Army, and cheer on a great high school sports program.”

The Cedar Falls Tigers had a record-breaking scoring season across the three varsity sports in 2-17-18, collectively tallying 3,849 points. The Tigers' football team earned a trip to the state playoffs, their girls' basketball team qualified for the state tournament, and their boys' basketball program captured its first state championship in school history.

“What a great thing Kimball & Beecher is doing to donate to that for a good cause. We were just happy that Cedar Falls athletics could be a part of it,” said Gary Koenen, Cedar Falls High School Director of Athletics. Koenen was joined by head coaches Brad Remmert, football, and Ryan Schultz, boys' basketball, at the donation event.

–END–

Coloff Media has carried Cedar Falls Tigers athletics broadcasts since 1995. Currently, station Cruisin KCFI (1250 AM & 105.1 FM) broadcasts Cedar Falls High School varsity football, girls' basketball and boys' basketball games, as well as many other local high school sporting events. If you would like more information on the Scoring for the Salvation Army Campaign on Cruisin KCFI's coverage of Cedar Falls Tigers athletics, sponsored by Kimball & Beecher Family Dentistry, please contact Matt Gruemmer of Coloff Media by phone at 563-320-1263, or by email at matt@coloffmedia.com.

About The Salvation Army:

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 33 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 82 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide. For more information, go to <http://www.salvationarmyusa.org>.

Pictured in the Attached Photograph (From left to right):

Dr. Beau Beecher (Kimball & Beecher Family Dentistry), Ryan Schultz (Cedar Falls Head Boys' Basketball Coach), Niki Litzel (Salvation Army of Waterloo/Cedar Falls Community Resources Coordinator), Major Harold Puff (Salvation Army of Waterloo/Cedar Falls Corps Officer), and Brad Remmert (Cedar Falls Head Football Coach).