



## **AT&T Sets Up Text-to-Give to Help New Mexicans Impacted by the Calf Canyon/Hermits Peak Fire Through the Salvation Army, Donates \$15,000 to Kick Off Campaign**

*Text **NMFIRE** to **52000** to donate **\$10** from any mobile device, any carrier*

*Albuquerque, NM. (May 21, 2022) -- To drive additional giving to help New Mexicans impacted by the Calf Canyon/Hermits Peak Fire, AT&T is sponsoring the activation of The Salvation Army Text to Give campaign where donors may help those affected by the fire. Text NMFIRE to 52000 to donate \$10 to support its disaster relief operations. This service is available across all carriers.*

In addition, AT&T is making a \$15,000 donation to The Salvation Army's disaster relief efforts, which will help provide those affected by the fire with gas cards and other gift cards for goods and services, emotional and spiritual care, lodging and other financial assistance.

"AT&T's generous \$15,000 donation and text-to-give campaign are truly a blessing for our New Mexican neighbors in need," said Lt. Colonel Ivan Wild, The Salvation Army Southwest Divisional Commander. "This is just another example of community in action, and a valued partner recognizing that getting much-needed financial support to a disaster area quickly makes all the difference in giving people a hand up."

In addition to mobile giving, contributions can be made by visiting [NewMexico.SalvationArmy.org](http://NewMexico.SalvationArmy.org), and checks can be mailed to:

The Salvation Army Southwest Division  
Attn: New Mexico Fire Relief  
2702 E. Van Buren St.  
Phoenix, AZ 85008

"Our hearts go out to the New Mexicans who have adversely affected by these wildfires, and AT&T is committed to helping them," said Bob Digneo, External Affairs Director for AT&T New Mexico. "The Salvation Army is doing great work on the ground assisting evacuees and those who've lost their homes. We set up the text-to-give because we wanted to make it as easy as possible for people to support their continuing efforts."



Additionally, AT&T announced today it is extending unlimited talk, text and data for New Mexicans affected by wildfires through the end of May by waiving plan overages.

AT&T and FirstNet, Built with AT&T, the only network built with and for America's first responders, also continue to provide critical communications resources to public safety agencies and first responders battling the fires. This has included portable satellite communication trucks (SatCOLTS) and FirstNet ready devices and hotspots. Currently, AT&T has deployed a Cell on Wheels (COW) in Mora to provide wireless service to area residents and public safety.

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**\*About AT&T**

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