

# THE SALVATION ARMY'S 34th ANNUAL "HEARTS OF GOLD" LUNCHEON HONORS LOCAL PHILANTHROPISTS CHRISTINE PITTS AND HOLLY HOLDEN

*The Women's Auxiliary of The Salvation Army of Palm Beach County hosted their 34th Annual "Hearts of Gold" Luncheon at The Beach Club*

PALM BEACH, FLORIDA, UNITED STATES, March 26, 2024

/EINPresswire.com/ -- The [Salvation Army](#) of Palm Beach County's Women's Auxiliary hosted their 34th Annual Luncheon on Wednesday, March 14 from 11:30am-2:30pm at The Beach Club, located at 755 N. County Road, Palm Beach, FL. The event was oversold, with approximately 150 people in attendance.



Honorary Chair Lois Pope, Salvation Army's Area Commander Major Leisa Hall, and Women's Auxiliary Co-Presidents Maria Mamouk and Sandy Schneider celebrate Mrs. Pope's honor together.

In commemoration of International Women's Month, the Auxiliary selected Philanthropist Mrs. [Lois Pope](#) as the event's Honorary Chair. To support this year's theme of being "Stronger Together," the event also honored Palm Beach County philanthropists and businesswomen, Holly Holden (Holly Holden & Company, Ltd.) and Christine Pitts (Toshiba Inc.). The Luncheon featured a silent auction of almost 100 items, as well as fashion show, presented by Rose Meyerowich and featuring the latest resort wear from designers and boutiques throughout the county.

Items featured in Ms. Meyerowich's the fashion show were available for sale in variations before and after their catwalk presentations. The children's collection featured fashions modeled by young girls from the Northwest Community Center, the Salvation Army's center for structured after-school and summer programs that enrich the lives of children under the umbrella of Christian values and leadership.

Maria Mamlouk, the luncheon's co-chair says, "After being involved with The Salvation Army for a number of years I can attest to all the good they do for our community," as all funds raised at the event directly support the Salvation Army programs and services. Speaking to group as the "army behind the Army," Sandra Schneider, the event's other co-chair shared "The Salvation Army puts love into action by serving others." According to Area Commander Major Leisa Hall, the Woman's Auxiliary in Palm Beach County is "the local expression of a world-wide movement that seeks spiritual redemption and social rehabilitation of those it serves. All of these incredible women are passionate and dedicated to serve others."

In this community, the Women's Auxiliary has provided thousands of hours of volunteer service and raised hundreds of thousands of dollars for The Salvation Army.

The Women's Auxiliary of The Salvation Army in Palm Beach County was founded by Charlotte Sinclair in 1988. The Auxiliary is comprised of volunteer ladies who dedicate their time and efforts to raise funds and awareness of The Salvation Army's many programs and services. The Annual "Hearts of Gold" luncheon is the primary fundraising event for the Auxiliary. All proceeds directly support The Salvation Army initiatives, including veteran services, human trafficking, homelessness, youth, and Christmas programs. The Woman's Auxiliary has also supported local and national disaster relief efforts.

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Hearts of Gold Honoree Jennifer Pitts addresses the luncheon about the meaning of service in Palm Beach County



Holly Holden, 2024 Hearts of Gold Honoree displays her silent auction donations before the luncheon began.

About The Salvation Army of Palm Beach County – Established in 1865, The Salvation Army is one of the most significant global nonprofit providers of social services to people living in impoverished communities worldwide. The Salvation Army of Palm Beach County has helped countless individuals and families overcome poverty, addiction, and economic hardships through a range of social services since 1922.

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