



MEDIA ALERT

FORGOTTEN HARVEST, MEIJER EXPAND PARTNERSHIP TO PROVIDE RESCUED FOOD FOR METRO DETROIT

Organizations set goal of one million pounds of food donated by March 2010

WHAT: On Monday, November 23, Meijer and Forgotten Harvest will announce the expansion of a partnership to provide surplus prepared and perishable food to emergency food providers in the Metro Detroit area. During the last several months, 15 local Meijer stores have been donating fresh food to Forgotten Harvest. Beginning Monday, 10 additional Meijer locations will begin contributing to Forgotten Harvest's food rescue mission, expanding Meijer's commitment to 25 stores. Since beginning the partnership with Forgotten Harvest, Meijer stores have donated nearly 500,000 pounds of fresh food. Together, the organizations hope to reach a goal of more than one million pounds by March 2010, which marks the first anniversary of the partnership.

For Meijer, this collaboration serves as a pilot program in working with food rescue operations, which the company anticipates expanding to its stores throughout the Midwest

WHERE: Meijer
3565 Fairlane Blvd.
Allen Park, 48101

WHEN: Monday, November 23, 2009
10 a.m.

WHO: Susan Goodell, President and CEO of Forgotten Harvest
Janet Emerson, Executive Vice President of Operations, Meijer

MORE: Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest "rescued" more than 12.5 million pounds of food last year by collecting surplus prepared and perishable food from more than 400 sources, including grocery stores, fruit and vegetable markets, restaurants, caterers, dairies, farmers, wholesale food distributors and other Health Department-approved sources. This donated food, which would otherwise go to waste, is delivered free-of-charge to 155 emergency food providers in the Metro Detroit area. Learn more about Forgotten Harvest and how to help drive hunger from our community at www.forgottenharvest.org.

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