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FORGOTTEN HARVEST CALLS ON “GOOD NEIGHBORS” TO JOIN FIGHT AGAINST HUNGER IN HOLIDAY FUNDRAISING CAMPAIGN

Nora Moroun, co-owner of Centra Family of Companies, Announces Largest Single Individual Gift In The History Of Forgotten Harvest

Campaign Goal: Raise \$3.5 million by December 31, 2011

OAK PARK, Mich. – (November 10, 2011) – Hunger has a new address in metro Detroit. Studies show 1 in 5 people, 800,000 people, face hunger or a lack of food daily in metro Detroit. Tragically, it is estimated that one in four children face hunger or a lack of food in the tri-county area. 1 in 2 children in the City of Detroit face hunger or a lack of food.

In response to the drastic rise in people facing hunger in the region, a consortium of concerned individuals and corporations today announced a Community Challenge Gift of \$500,000 to benefit Forgotten Harvest and serve as the launch point for the organization’s campaign fundraising efforts this year to fight hunger. The consortium’s Community Challenge Gift will enable Forgotten Harvest to provide 10 meals versus the 5 meals for every additional dollar donated to the organization up to \$500,000. The goal for this year’s Good Neighbor Campaign is \$3.5 million. This is the third year for the Good Neighbor appeal. Over \$3.0 million was raised in the 2010 effort. This year’s campaign is schedule to run through December 31, 2011.

Nora Moroun, co-owner of Centra Family of Companies, announced the largest individual donation in the history of the Forgotten Harvest. Moroun’s personal campaign gift of over \$200,000 came following visits to the organization and a partnership that was formed last year in a fundraising effort generated by the Ambassador Bridge Company at Ammex Global Marketplace duty free store located at the Ambassador Bridge U.S. plaza. “After observing the stellar work of Forgotten Harvest over the past year and the overwhelming hunger crisis we face as a community, I felt compelled to join Forgotten Harvest’s fight against hunger,” she stated. “I find it tragic that our children face hunger or a lack of food. No child, no family should have to go without food in metro Detroit.”

“Traditionally, when we think of people in need of food, we think of only the most destitute requiring our help,” said Susan Goodell, President and CEO of Forgotten Harvest. “We face a crisis that has no end in sight. There is a new face of hunger in metro Detroit. The world has changed and, now, hunger has found its place in the faces of friends, families and neighbors who suffer in silence and often shame because they can’t provide for their families.

“Nora’s gift and the generous gifts from our Board of Directors and this wonderful consortium will hopefully serve as a catalyst for everyone in the community to join us in our mission to drive hunger from the community,” Goodell commented.

Community Challenge Gift Consortium Members

- Nora Moroun, Co-owner Centra Family of Companies including Central Transport and the Ambassador Bridge Company
- Individuals From The Forgotten Harvest Board of Directors
- Black McDonald’s Owners Association
- Blake’s Farms
- Busch’s Fresh Food Markets
- Detroit Marriott at the Renaissance Center
- Detroit Media Partnership
- Detroit Pistons
- Detroit Red Wings
- Detroit Tigers
- GM Foundation, General Motors Company
- Grant Thornton, LLP, Detroit
- Hard Rock Café
- Henry Ford Health System
- Hollywood Markets
- Kroger Company, Michigan Division
- La Fontaine Automotive Group
- The PNC Foundation
- The Somerset Collection, Detroit Shoppe &City Loft

“Per capita, for major metropolitan areas, Forgotten Harvest rescues more food than any other organization in America and distributes that food at the lowest cost per meal of any organization in the country,” said Russ Russell, chief development officer for Forgotten Harvest. “Currently, for every \$1 we receive, 95 cents goes to rescuing and delivering food.”

“One billion pounds of food are wasted in metro Detroit each year, and 96 billion pounds of food are wasted every year in the United States. Hunger is a solvable problem, and Forgotten Harvest is the critical link that denies landfills our good food,” said Russell.

Forgotten Harvest is the only mobile food-rescue operation in the metropolitan area providing prepared and perishable foods, with fresh fruit and vegetables accounting for 53 percent of the foods delivered to emergency food providers.

Operating 31 trucks to cover the 2,000 square miles metro Detroit area, Forgotten Harvest is on target to “rescue” approximately almost 114,000 pounds of food per day this year from 455 food donors.

In addition to the variety of giving opportunities listed below, individuals and businesses can donate in the following traditional ways:

- Mail tax deductible gift to Forgotten Harvest, 21800 Greenfield Rd., Oak Park, MI 48237
- Donating on the Web at www.forgottenharvest.org
- Call toll free at 888-332-7140, available 24/7 every day of the year.

Special State of Michigan Tax Credit Expires December 31, 2011

The State of Michigan provides a special tax credit for gifts made to certified hunger relief organizations. Gifts to Forgotten Harvest qualify for this credit and may reduce the out-of-pocket cost of a contribution by up to 85 percent. Donors should consult their accountants or tax advisors for specific details.

The Good Neighbor Campaign Provide A Variety of Ways To Give & Get Involved:

- During the campaign, over 1.2 million donation envelopes will be distributed to individual households for donations as inserts to the Sunday Detroit Free Press.
- On November 20, Forgotten Harvest volunteers will collect food and funds from area Kroger stores for the Good Neighbor Campaign.
- On November 28, WDIV-TV will air Forgotten Harvest’s Telethon to assist Forgotten Harvest in raising funds.
- Starting on November 14-November 23, Busch Fresh Food Markets will provide opportunities for shoppers to make a donation at the register, donate food and donate up to \$10 on specific food purchases.
- From November 15 –December 31 the Ambassador Bridge Company will donate a portion of every transaction made at its Ammex Global Marketplace duty free store located at the bridge’s U.S plaza.
- WJR Newstalk 760 will air a radiothon from 6:00 am-7:00 pm on December 14.
- Forgotten Harvest holiday cards will be available for sale throughout the holiday season. All proceeds will go directly to feed those in need of food. Orders can be placed online at www.forgottenharvest.org
- Other events and opportunities to give will be announced throughout the campaign.

About Forgotten Harvest

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest “rescued” over 23 million pounds of food last year by collecting surplus prepared and perishable food from 455 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 200 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.