



Your neighbor needs you
You can help

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FORGOTTEN HARVEST KICKS OFF SEASON OF GIVING WITH LAUNCH OF FIRST-EVER GOOD NEIGHBOR HOLIDAY CAMPAIGN

Goal to generate \$1.5 million to rescue food throughout Metro Detroit

OAK PARK, Mich. – (November 12, 2009) – In response to the drastic rise in people requiring food assistance in the Metro Detroit area, Forgotten Harvest announced its Good Neighbor campaign to increase its ability to rescue fresh, nutritious food for its 155 emergency food providers.

In early 2009, 78 percent of Forgotten Harvest's recipient emergency food providers reported increases in the number of people seeking food donations, largely caused by a rise in unemployment rates and reduced incomes.

"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. "However, especially in the past year, as we are facing one of the worst economic crises of our generation, people are recognizing that it's our friends, families and neighbors suffering in silence with this 'invisible need.' While we see the foreclosure signs in front of houses, we can't see the signs of the need for food, but we know it's there and must take action."

The campaign provides a variety of ways to give:

- During the campaign, 600,000 donation envelopes will be distributed to individual households for donations.
- On November 22, 21 Kroger Stores will collect funds and food for the Good Neighbor Campaign.
- November 30, WDIV-TV will air Forgotten Harvest's Telethon to assist Forgotten Harvest in raising funds to purchase an additional Hybrid Refrigerated Truck and a new Mobile Hybrid Food Pantry to access areas where food is not available.
- Starting on November 30 throughout the holiday season, Busch Markets will provide opportunities for shoppers to donate at the register and donate back \$10 on specific food purchases.
- Starting November 30 through December 13, shoppers at all Westborn Markets and Western Markets will be able to donate at the register for the Good Neighbor Campaign.

- And other events and giving opportunities are still to be announced.

People also can donate through more traditional means by:

- **Mailing their tax deductible gift to Forgotten Harvest, 21800 Greenfield Road, Oak Park, Michigan 48237.**
- **Donating on the Web site at www.forgottenharvest.org.**
- **Calling toll free at 1.888.332.7140 at any time throughout the campaign.**

In the last fiscal year, Forgotten Harvest rescued 12.5 million pounds of food, a 31 percent increase over the previous year. This year, Forgotten Harvest seeks to further expand the amount of rescued food to serve the increased need in the community. To accomplish this, Forgotten Harvest is mobilizing its efforts to generate \$1.5 million to continue its mission of relieving hunger in the community by rescuing prepared and perishable food. That amounts to 7.5 million meals for residents in the tri-county area.

“For every dollar donated, Forgotten Harvest can deliver five meals to people in need in Macomb, Oakland and Wayne counties,” said Russ Russell, Chief Development Officer for Forgotten Harvest. “Though the need is great, the solution is not entirely out of reach. Each dollar donated goes a long way, allowing all of us to be Good Neighbors and enable the people in our lives to manage their way through this crisis.”

Forgotten Harvest is the only mobile food rescue operation in the metropolitan area providing prepared and perishable foods and is ranked the second leading food rescue operation in the nation.

With more than 21 refrigerated trucks, operating six days per week, Forgotten Harvest picks up approximately 70,000 pounds of food per day from more than 400 donors. The food is then delivered to soup kitchens, pantries and shelters throughout Macomb, Oakland and Wayne counties. Donors include large grocers, restaurants, public venues, commercial farms, dairies, food brokers and a variety of other resources meeting all quality and labeling standards imposed by federal, state and local laws and regulations.

About Forgotten Harvest

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.