



**Your neighbor needs you  
You can help**

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## **WDIV-TV AND FORGOTTEN HARVEST TELETHON RAISED NEARLY \$250,000 TO FEED THE HUNGRY IN METRO DETROIT**

DETROIT (December 03, 2009) – WDIV-TV and Forgotten Harvest have raised \$246,454.57 during the first-ever telethon to benefit food rescue in Metro Detroit, with generous donations from viewers and community partners. The total donation amount will provide more than 1.2 million meals to hungry southeast Michigan residents.

“This year, the need for fresh, nutritious meals extends into every corner of Metro Detroit,” said Susan Goodell, President and CEO of Forgotten Harvest. “The funds raised through our telethon and our community partnerships will help us expand our ability to rescue food and get it to local families who need our help more than ever.”

Hosted by WDIV-TV personality Beth McLeod, the telethon featured the work of Forgotten Harvest and demonstrated the impact the organization has on the Metro Detroit community. This holiday season, Forgotten Harvest is conducting its first-ever “Good Neighbor” campaign to raise funds as well as awareness of the unprecedented need for rescued food throughout the region.

The Detroit Pistons, Detroit Red Wings and Detroit Tigers collectively donated approximately 500 pairs of tickets that were given to telethon donors who contributed \$100 or more, during designated times.

A series of community partners supported the telethon through community challenge matching grants:

- PNC Foundation: \$50,000
- Kroger: \$30,000
- Art Van Furniture: \$25,000
- Busch Markets: \$25,000
- Jewish Fund: \$10,000

### **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](http://www.forgottenharvest.org).