



Your neighbor needs you
You can help

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WDIV-TV AND FORGOTTEN HARVEST TO HOST TELETHON TO HELP MORE RESCUED FOOD GET TO METRO DETROIT FAMILIES

DETROIT (November 24, 2009) – WDIV-TV and Forgotten Harvest announce the first-ever telethon to benefit food rescue in Metro Detroit. On Monday, November 30, 2009, the station will air regular segments from 5 a.m. through the 11 p.m. newscast to encourage viewers to donate to Forgotten Harvest, the region's only food rescue organization, by calling 1-888-332-7140. Additionally, the station's Web site, www.clickondetroit.com, will accept donations throughout the day.

"This year, the need for fresh, nutritious meals extends into every corner of Metro Detroit," said Susan Goodell, President and CEO of Forgotten Harvest. "This telethon and partnership with Local 4 will help Forgotten Harvest purchase two new trucks to 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 will feature vignettes that show the work of Forgotten Harvest in action and demonstrate 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.

"Throughout the years we have been proud of and impressed by the amazing generosity of Local 4 viewers," said Marla Drutz, VP and General Manager of WDIV-TV. "With this telethon we believe our large audience of Metro Detroiters will once again step up to help neighbors in need and support the important mission of Forgotten Harvest."

The Detroit Pistons have donated 500 pairs of tickets that will be given to telethon donors who contribute \$100 or more, during designated times.

A series of community partners are supporting 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

“Forgotten Harvest is addressing a critical need in the Detroit metro area,” said David Boyle, regional president for Michigan for National City, now a part of PNC. “The PNC Foundation grant will leverage their ability to relieve hunger and redirect surplus food to the network of emergency providers serving our neighbors.”

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.