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BUSCH'S FRESH FOOD MARKET AND WJR WILL HOST RADIOTHON TO BENEFIT FORGOTTEN HARVEST AND METRO DETROIT CHILDREN

DETROIT (May 13, 2011) – News/Talk 760 WJR and Forgotten Harvest announce the Busch's Fresh Food Market Million Meal Challenge to Benefit Forgotten Harvest radio campaign to rescue more food for children in Metro Detroit. On Wednesday, May 18, 2011, the station will feature interview segments with Forgotten Harvest from 6 a.m. with Paul W. Smith, through Mitch Albom's 7 p.m. show, to encourage listeners to donate to Forgotten Harvest, the region's only mobile food rescue organization, by calling 1-888-332-7140. Additionally, the organization's website, www.forgottenharvest.org, will accept donations throughout the day.

The radiothon supports the "Million Meal Challenge For Our Kids," which is raising funds to rescue and deliver fresh, nutritious food for children to eat during summer vacation and other times when they would ordinarily be eating meals at school. Forgotten Harvest hopes to raise enough funds to help rescue an additional one million meals over the summer.

"One in four children are at risk of hunger in Metro Detroit and almost one in two children in the City of Detroit. Many rely on schools or other day programs to get the proper amount of food and nutrition. In fact, federal statistics show that 'food insecurity' for children is highest during the summer," said Susan Goodell, President and CEO of Forgotten Harvest. "The donations raised through the WJR radiothon will help expand our ability to rescue more fresh food and get it to children who otherwise would not have access to healthy meals when they're not in school."

Sponsoring the radiothon, Busch's Fresh Food Market also is a food donor to Forgotten Harvest, providing more than 260,000 pounds of food in the past year to Forgotten Harvest alone.

"At Busch's, we believe it's important to be an active member of our communities and not just another store in the neighborhood," said Doug Busch, founder of Busch's Fresh Food Market. "We are pleased to help Forgotten Harvest fill the hunger gap many Metro Detroit children experience when they are not in school."

About Busch's Fresh Food Market

Busch's Fresh Food Market is a locally owned Michigan company that blends the best of today's freshness, selection and quality with the personal service and wholesomeness of a

neighborhood grocer. In addition to fresh produce, local and organic choices, deli and bakery items made from scratch, USDA Choice meat, fresh seafood, and an extensive beer and wine collection, Busch's offers popular national brands, imported specialty foods and convenient meal solutions. Busch's proudly supports charitable organizations and schoolchildren in the communities it serves. In addition, Busch's offers MyWay, a personalized shopping program that provides online ordering and advance notice of sale prices. Learn more at www.buschs.com.

About Forgotten Harvest

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest is on track to rescue more than 24 million pounds of food this year by collecting surplus prepared and perishable food from more than 450 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 160 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.