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WJR-AM AND FORGOTTEN HARVEST TO HOST RADIOTHON TO HELP MORE RESCUED FOOD GET TO METRO DETROIT FAMILIES

DETROIT (December 12, 2010) – WJR-AM and Forgotten Harvest announce the 2nd Annual Good Neighbor radio campaign to benefit food rescue in Metro Detroit. On Tuesday, December 14, 2010, the station will feature interview segments with Forgotten Harvest from 6 a.m. through Mitch Albom's 7 p.m. show, to encourage listeners to donate to Forgotten Harvest, the region's only food rescue organization, by calling 1-888-332-7140. Additionally, the organization's Web site, www.forgottenharvest.org, will accept donations throughout the day.

"The need for fresh, nutritious meals extends into every corner of metro Detroit. The number of individual recipients receiving food each week has grown by more than 78 percent in the last four years," said Susan Goodell, President and CEO of Forgotten Harvest. "One billion pounds of food are wasted in metro Detroit each year. The Good Neighbor radio campaign and partnership with WJR will help Forgotten Harvest fulfill its role as the critical link that denies landfills our good food."

During the radiothon, donors will have a choice of any of the following gifts for their donations, amounting to \$120 or more. The Detroit Pistons and Detroit Tigers have donated tickets that will be given to donors during designated times. In addition, the Somerset Collection has contributed the Somerset Package, which includes a \$20 gift card to the Somerset Collection and a Christian Dior one-hour pampering mini facial, a \$100 value. Kroger will provide \$20 gift cards to donors of \$120 or more.

The PNC will match donations throughout the day. The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC), matching grant will provide nearly 10 meals to the hungry for every \$1 contributed, an increase over Forgotten Harvest's traditional ability to provide five meals for every dollar donated.

"Forgotten Harvest is addressing a critical need in the Detroit metro area," said Ric DeVore, PNC regional president for Southeast Michigan, speaking on behalf of the PNC Foundation.

About Forgotten Harvest

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest “rescued” more than 19.4 million pounds of food last 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 158 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.