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

DETROIT (December 12, 2009) – WJR-AM, The PNC Foundation and Forgotten Harvest announce the first-ever Good Neighbor radio campaign to benefit food rescue in Metro Detroit. On Monday, December 14, 2009, the station will feature interview segments with Forgotten Harvest from 6 a.m. through Mitch Albom's 8 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.

"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 Good Neighbor radio campaign and partnership with WJR 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 various WJR personalities throughout the day, the radiothon will feature interviews with Goodell, Russ Russell from Forgotten Harvest, and David Boyle of National City Bank to show the impact Forgotten Harvest 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 and Detroit Tigers have donated tickets that will be given to donors who contribute \$100 or more, during designated times.

The partnership between The PNC Foundation, WJR and Forgotten Harvest has a goal of raising enough funds to provide 1 million meals in the community.

"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.