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FORGOTTEN HARVEST AND WESTBORN MARKET: DRIVING HUNGER FROM METRO DETROIT WITH “CHAMPAGNE CRUISE”

OAK PARK, Mich. (August 4, 2011) – Forgotten Harvest – Metro Detroit’s only mobile food rescue organization and the second largest in the country – and Westborn Markets will work together for the ninth consecutive year to drive hunger out of Metro Detroit with the elegant Champagne Cruise on Friday, August 19 from 6 p.m. to 10 p.m.

Founded in 1963 in Dearborn by George Anusbigian, Westborn Market features three state-of-the-art European-style markets in Dearborn, Berkley and Livonia. George’s son Mark originated the idea of a premier event to help feed those in need, and Champagne Cruise was born. The family-owned business will have helped to raise more than \$1 million via the Champagne Cruise following the success of this year’s event.

The Champagne Cruise has grown steadily each year to become a staple preview event to the annual Cruise on Woodward. Westborn Market is located in Berkley alongside Woodward Avenue between 11 and 12 Mile Roads. Last year, the event raised enough money for Forgotten Harvest to provide more than 625,000 meals to the community.

“Each year, cruisers think about that nostalgic drive up and down Woodward Avenue, but for us, each day we think about our cruise of 30 trucks along the streets of Metro Detroit to rescue millions of pounds of food each year to provide to families in need,” said Susan Goodell, president and CEO of Forgotten Harvest. “The Champagne Cruise has been a great way for us to celebrate a day distinctly Detroit, while benefiting people in need.”

Set to the backdrop of nostalgic cruising on Woodward and the sounds of Motown, Champagne Cruise’s red-carpet event greets guests with a Champagne Reception featuring chilled champagne and sample fare from some of Metro Detroit’s finest food and drink providers.

Participating eateries are Westborn Market, What Crepe, Maggiano’s Little Italy, Lady Louisa’s, Zazio’s, Brio Tuscan Grille, Real Bar BQ, Dirty Dog Jazz Café and caterer,

Culinary Associates. Blazo's Pie Shoppe and The Cupcake Station will provide desserts with beverages supplied by Biggby Coffee.

Modern Tribe, featuring Charles and Gwen Scales, will play the musical selections throughout the evening. This duo brings modern Detroit soul with strong lead and background vocals.

Champagne Cruise also hosts a silent auction, featuring weekend getaways, VIP tickets or passes and other packages for experiencing the best of Metro Detroit.

Tickets are \$150 each (\$100 of which is tax deductible) and are available online at www.forgottenharvest.org.

About Forgotten Harvest

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest "rescued" more than 23 million pounds of food last year by collecting surplus prepared and perishable food from 455 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 more than 170 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.