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FORGOTTEN HARVEST AND WDIV CALL FOR LOCAL SCHOOL PARTICIPATION IN HELP 4 HAITI PROJECT

School raising the most money to be featured on WDIV-TV Local 4

OAK PARK, Mich. – (January 26, 2010) – Forgotten Harvest, in collaboration with WDIV-TV Local 4, is calling on Metro Detroit schools to submit creative ideas for raising donations for Haiti.

The call to action is part of Forgotten Harvest's Help 4 Haiti project, a collaboration of organizations in Metro Detroit mobilized to bring relief to Haiti by generating monetary and supply donations for two organizations, Cross International and Project Medishare, both of which are active on the ground in Haiti.

A representative whose school is committed to raising funds to support efforts in Haiti can submit the school's idea at www.ForgottenHarvest.org. Creative ideas submitted through the site could be mentioned on-air on WDIV-TV.

All funds raised must be submitted to the Forgotten Harvest headquarters by check via mail or in-person by 5 p.m. on Monday, February 15. The school raising the most money will be featured on Local 4 News Morning.

Partners in the Help 4 Haiti project include Forgotten Harvest, WDIV-TV, News/Talk WJR 760 AM, the Detroit Media Partnership, Michigan Food & Beverage Association, Michigan Business & Professional Association and Metro Detroit Walgreens locations. Donations submitted through the partnership directly benefit Cross International and Project Medishare.

Project Medishare has been working in Haiti since 1995 and is uniquely positioned to provide disaster relief services in Haiti because of the staff experience, language skills and relationships developed over many years working in the country. The organization currently has 300 surgeons on the ground in Haiti.

Cross International's priority is to help "the poorest of the poor" and began in Haiti, the poorest country in the Western Hemisphere. The organization already has provided more than 11 millions meals to those affected by the January 2010 earthquakes.

Forgotten Harvest is located at 21800 Greenfield Road, Oak Park, MI 48237.

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 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 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.

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