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Contact:

Jennifer L. Cherry / 586-212-3122 cell
Natalie Stavale / 248-417-8510 cell
248-855-6777 office
jcherry@marxlayne.com
nstavale@marxlayne.com

**FORD ARTS, BEATS & EATS TEAMS UP WITH
FORGOTTEN HARVEST TO BEAT HUNGER**

*Royal Oak Restaurants will make donations throughout August
Rescued food at the Festival will be collected and distributed to those in need*

ROYAL OAK, Mich. – July 12, 2010 – Ford Arts, Beats & Eats presented by Citizens Bank today announced a partnership with the charity organization Forgiven Harvest and with Royal Oak area restaurants. The program will collect cash donations and perform food rescues prior to and during the festival (Sept. 3-6), in an effort to reduce hunger across metro Detroit. Based in Oak Park, Forgiven Harvest is an organization committed to rescuing excess food and delivering it to soup kitchens, pantries and shelters.

Throughout the month of August, dozens of Royal Oak restaurants will collect donations. Each restaurant participating will adopt a simple, yet creative, way to collect donations to benefit Forgiven Harvest. Every restaurant has agreed to contribute a minimum donation of \$500, enough money to provide 2,500 meals. Additionally, during each night of the festival, trained and licensed volunteers on from Genesis the Church, on behalf of Forgiven Harvest, will rescue food from participating restaurant booths and package it for distribution to those in need.

Official signage and containers for the collection of monetary donations will be on display in participating restaurants starting Aug. 1. Participating Royal Oak restaurants include Andiamo's, BlackFinn, D'Amatos, Lily's Seafood Grill, Mr. B's, The Oxford Inn, Sangria, What Crepe, Woody's Diner, Zumba Mexican Grille, Mediterranean Grille and many more. More than 25 restaurants are expected to take part in the program and be signed up by Aug. 1. A complete list will be continually

updated at www.artsbeatseats.com.

“This initiative and the involvement in the festival are incredibly exciting for us,” said Peter Fezzey, director of gifts and strategic relationships for Forgotten Harvest. “With the help of these outstanding members of the Royal Oak community, we hope to collect as many as 75,000 meals for those who need it most.”

Additionally, Citizens Bank is spearheading another hunger rescue relief project related to the festival. From July 26 – Sept. 3, the Citizens Bank Food Drive will collect donations of food to benefit Gleaners Community Food Bank of Southeastern Michigan. Gleaners’ donation boxes will be placed in all 25 Citizens Bank locations in Oakland County during that period. Members of the public are encouraged to donate a minimum of three non-perishable food items to receive one admission ticket to Arts, Beats & Eats.

Ford Arts, Beats & Eats Sponsors who have committed at this point include Ford and its Detroit Region, in partnership with the Southeast Michigan Ford Dealers as Title Sponsor and Citizens Bank as the Presenting Sponsor. Other sponsors are Pepsi, Budweiser, Brown-Forman, U.S. Bank FlexPerks Visa, Michigan Lottery, Comcast, Soaring Eagle Casino & Resort, ITC Holdings Corporation, HealthPlus of Michigan, AT&T, Downtown Royal Oak, Skidmore Studio, MetroPCS, Vince & Joe’s Gourmet Market, Meijer, Robert Mondavi Wine Tour, U.S. Park, YMCA, William Beaumont Hospital, Oakland Community College and Oakland County.

The Festival will take place in downtown Royal Oak for four days, Sept. 3 through Sept. 6, 2010, featuring an eclectic music lineup, a nationally recognized juried fine arts fair and the finest restaurants in metro Detroit, all in a family friendly atmosphere.

For additional information, visit www.artsbeatseats.com, or call 248-334-4600.

The annual Arts, Beats & Eats, Oakland County's Taste, Music & Arts Festival, is held over Labor Day weekend, September 3-6, 2010 in downtown Royal Oak.. The four-day festival will be open from 11am. – 11 p.m. on Friday (with art fair opening at 4 p.m.), 11 a.m. – 11 p.m. on Saturday and Sunday, and 11 a.m. – 8 p.m. on Labor Day Monday. For additional public information, visit www.artsbeatseats.com, or call 248-334-4600.

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest “rescued” more than 19 million pounds of food last year by collecting surplus prepared and perishable food from more than 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 165 emergency food providers in the Metro Detroit area. Learn more at www.forgottenharvest.org or call 248-967-1500.