



## MEDIA ALERT

### **HOLLYWOOD SUPER MARKETS “STUFFS THE TRUCK” WITH FORGOTTEN HARVEST TO HELP END HUNGER IN METRO DETROIT**

**WHAT:** Forgotten Harvest is teaming with Hollywood Super Markets for a five day “Stuff the Truck” event at the company’s Madison Heights store. Over the next 12 months, Forgotten Harvest hopes to generate one million pounds of food with recurring “Stuff the Truck” events, through partnerships with Metro Detroit grocery stores throughout the tri-county area.

Volunteers will provide participating shoppers a list of perishable food items needed for donation and pack the items on site, which will be delivered to Forgotten Harvest’s network of 165 different emergency food providers throughout Metro Detroit. Cash donations also will be accepted to support the operations of Forgotten Harvest to rescue fresh, nutritious food from a variety of sources to be delivered to its food providers, same-day, free-of-charge.

**WHY:** One in five children live in poverty in Metro Detroit, and many children rely on schools or other day programs to get the food and nutrition they need. Forgotten Harvest is raising funds and collecting food for its Million Meal Challenge, with partners like Hollywood Super Markets, to rescue and deliver fresh, nutritious food for children to eat during summer vacation and at other times when they can’t participate in school breakfast and lunch programs.

**WHERE:** Hollywood Super Markets  
29200 Campbell Road  
Madison Heights, MI 48071-4459

**WHEN:** July 20 - 24  
10 a.m. – 2 p.m.

**MORE:** Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest “rescued” 19.3 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 165 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](http://www.forgottenharvest.org).

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