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WDIV-TV AND FORGOTTEN HARVEST TO HOST TELETHON TO HELP CHILDREN THROUGHOUT METRO DETROIT

DETROIT (March 25, 2010) – WDIV-TV and Forgotten Harvest announce plans for a one-day telethon to benefit food rescue for children in Metro Detroit. On Wednesday, March 31, 2010, the station will air regular segments from 5 a.m. through the 11:00 p.m. newscast to encourage viewers to donate to Forgotten Harvest, the region's only food rescue organization, by calling 1-888-332-7140. Additionally, the station's Web site, www.clickondetroit.com, will accept donations throughout the day.

The telethon marks the culmination of Forgotten Harvest's "Million Meal Challenge For Our Kids," which is raising funds to rescue and deliver fresh, nutritious food for children to eat during the upcoming Spring Break, Summer Vacation and other times when they would ordinarily be eating meals at school. Forgotten Harvest plans to raise enough funds to help feed 20,000 children per day.

"The latest reports show one in three children are hungry in an area that covers every corner of Metro Detroit," said Susan Goodell, President and CEO of Forgotten Harvest. "This telethon and partnership with Local 4 will help Forgotten Harvest expand our ability to rescue more fresh food and get it to children who otherwise would not have access to healthy meals when they're not in school."

Hosted by WDIV-TV personality Beth McLeod, the telethon will feature vignettes focusing on local families that depend on organizations that receive fresh food from Forgotten Harvest. These segments will demonstrate the positive impact Forgotten Harvest has on Metro Detroit children and their families. Every dollar raised in the telethon provides meals for five local children.

"We first partnered with Forgotten Harvest for a telethon last year and were immediately impressed by how this cause prompted the amazing generosity of Local 4 viewers," said Marla Drutz, VP and General Manager of WDIV-TV. "With this telethon we believe our large

audience of Metro Detroiters will once again step up to help neighbors in need and support the important mission of Forgotten Harvest.”

Just in time for a new baseball season, the Detroit Tigers have donated pairs of tickets that will be given to telethon donors who contribute \$120 or more during designated times.

About Forgotten Harvest

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest “rescued” more than 16 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 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.