



MEDIA ALERT

**BUSCH'S FRESH FOOD MARKETS IS "ALL ABOUT CHILDREN" TO HELP FORGOTTEN HARVEST RESCUE MORE FRESH FOOD**

**WHAT:** Running May 10-19, 2010, Busch's Fresh Food Markets will help Forgotten Harvest in its Million Meal Challenge For Our Kids with its "All aBout Children" food drive. A family-owned market chain, the Busch family has held drives like this one for more than 20 years. Five of the Busch's locations will be dedicating donations to Forgotten Harvest.

**WAYS TO GIVE:** Customers can purchase pre-made "Ready to Go" bags filled with items to be given to a family in need. Customers are asked to donate \$10 for each bag.

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Customers can make a contribution of any denomination at the Busch's checkout registers. Dollars go directly to Forgotten Harvest.

**WHY:** One in five children are hungry 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, with partners like Busch's Fresh Food Markets, to rescue and deliver fresh, nutritious food for children to eat during Summer Vacation and at other times when they would ordinarily be eating meals at school.

**WHERE:**

**Novi**  
41840 W. Ten Mile Rd.  
Novi, Mi, , 48375

**Rochester Hills**  
3188 Walton Blvd.  
Rochester Hills, MI, , 48309

**West Bloomfield**  
33300 West 14 Mile Rd.  
West Bloomfield, MI, , 48322

**South Lyon**  
22385 Pontiac Trail  
South Lyon, MI, , 48178

**Plymouth/Northville**  
15185 Sheldon Rd.  
Plymouth, MI, , 48170

**WHEN:** May 10-19, 2010

**MORE:** **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 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 160 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).

**Busch's Fresh Food Market** is a locally-owned Michigan company that blends the best of today's freshness, selection and quality with the personal service and wholesomeness of a neighborhood grocer. In addition to fresh produce, local and organic choices, deli and bakery items made from scratch, USDA Choice meat, fresh seafood, and an extensive beer and wine collection, Busch's offers popular national brands and imported specialty foods. Busch's proudly supports charitable organizations and schoolchildren in the communities it serves. In addition, Busch's offers MyWay, a personalized shopping program that provides online ordering and advance notice of sale prices. Learn more at [www.buschs.com](http://www.buschs.com).

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