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## **WJR-AM AND FORGOTTEN HARVEST TO HOST RADIOTHON TO HELP CHILDREN THROUGHOUT METRO DETROIT**

DETROIT (May 14, 2010) – WJR-AM and Forgotten Harvest announce their one-day radiothon to benefit food rescue for children in Metro Detroit. On Wednesday, May 19, 2010, the station will feature interview segments with Forgotten Harvest from 6 a.m. on the Paul W. Smith Show through the Frank Beckmann Show, the Rush Limbaugh Show, the Sean Hannity Show and the Mitch Albom Show at 7 p.m. Listeners will be encouraged to donate to Forgotten Harvest, the region's only food rescue organization, by calling 1-888-332-7140. Additionally, the organization's website, [www.forgottenharvest.org](http://www.forgottenharvest.org), will accept donations throughout the day and will be linked with [wjr.com](http://wjr.com).

The radiothon is part 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 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 four children face hunger or food insecurity in our country. Every corner of Metro Detroit is affected by this crisis," said Susan Goodell, President and CEO of Forgotten Harvest. "This radiothon and partnership with WJR-AM 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 various WJR personalities throughout the day, the radiothon will feature interviews with Forgotten Harvest leadership to show the impact Forgotten Harvest has on the Metro Detroit children and their families. Every dollar raised in the telethon provides meals for five local children.

Radiothon partner Busch's Fresh Food Market will challenge listeners to help Forgotten Harvest meet a matching goal of \$25,000. Busch's 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. 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).

### **About Forgotten Harvest**

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest is on target to “rescue” 19 million pounds of food this fiscal 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).