



Eckert's Greenhouse



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MEDIA ALERT

2nd Annual *Dash for Destiny* Organizers and Runners Pledge to Grow 500 Pounds of Food through "Seed to Feed" for Forgotten Harvest

WHAT: The Junior League of Birmingham, Michigan, Inc. will partner with Eckert's Greenhouse and Perennials to present the "Seed to Feed" program at the 2nd Annual *Dash for Destiny* 5K and 1 Mile Fun Run for Kids race this Mother's Day. The JLB and Eckert's Greenhouse and Perennials will provide the seeds to grow vegetables for donation to those race participants who commit to the program. Children can even plant seeds on race day and take part in activities geared toward healthy living. Forgotten Harvest will distribute the donations to agencies providing food for the hungry. Members of the JLB, along with race participants, have pledged to grow 500 pounds of vegetables this summer and fall to donate to the "Seed to Feed" program.

WHERE: Shain Park, Birmingham, Mich.

WHEN: Mother's Day, May 9, 2010, beginning at 8:30 a.m.

The **Junior League of Birmingham, Michigan, Inc** has contributed more than \$5 million and one million volunteer hours to Oakland County since its inception in 1952. The JLB is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The JLB's vision is to improve children's health and wellness, with a specific focus on ending the epidemic of childhood obesity that affects 1 in 3 children. The cost to participate in the 5K is \$30 for adults 18 and older and \$10 for children to participate in the 1 Mile fun run.

<http://www.jlweb.org/birmingham/index.jsp>

Eckert's Greenhouse and Perennials was started in 1957 by Jim and Beatrice Eckert in Royal Oak, Michigan. In 1961, Eckert's moved to Sterling Heights, where it proudly celebrated its 50th anniversary in 2007. The business is now run by second generation of Eckert's: Karl and Jim. Eckert's G&P is the first greenhouse in Southeast Michigan to plant more than 90% of its plants in recyclable biodegradable pots. Eckert's G&P is dedicated to "Going Green" and improving the local community.

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.