



FIVE-TIME HEAVYWEIGHT CHAMPION EVANDER HOLYFIELD WILL FIGHT TO END HUNGER IN METRO DETROIT DECEMBER 9TH

WHAT: Boxing legend Evander Holyfield will announce details of his partnership with Forgotten Harvest to raise funds to provide meals to hungry Metro Detroiters with his December 9th fight at the Joe Louis Arena against Sherman Williams.

Five-time heavyweight champion Holyfield will donate funds from each ticket sold to provide eight meals to Forgotten Harvest with his World Federation Heavyweight Title Fight at "The Joe." Also, viewers watching the fight nationally and internationally on TV will be asked to donate, via text to HARVEST at 50555 or by going to Forgotten Harvest's website at www.forgottenharvest.org to donate directly. It is estimated the fight could generate enough money to provide up to two million meals for the area's hungry who have been devastated with job loss and increases in poverty throughout the Metro Detroit area. The Dodge Brand has partnered with Holyfield and Forgotten Harvest and serves as the exclusive automotive sponsor for the event.

WHY: Studies estimate a 300 million pound food gap for those living at or below poverty level in the Metro Detroit area. Four million households in Michigan live at risk of hunger. Those living in Poverty increased from 500,000 to 663,000 in just the last year. In Forgotten Harvest's 2010 annual survey of the Metro Detroit emergency food providers, 84 percent said the number of people seeking help has increased dramatically. Forgotten Harvest is working to enable members of the community to stay in their homes and manage their way through the economic crisis by providing nutritious, wholesome food.

WHERE: Evander Holyfield will announce the fight details at Forgotten Harvest on Friday, Oct. 29, 2010 at 1 p.m., 21800 Greenfield Road, Oak Park, Michigan 48237

WHEN: Evander Holyfield "Fight for Hunger" at Joe Louis Arena on Thursday, Dec. 9, 2010 at 7 p.m. Tickets (\$33, \$53, \$78 and \$253) go on sale Saturday, Oct. 30 at 10:00 a.m. and may be purchased at OlympiaEntertainment.com, the Fox Theatre and Joe Louis Arena box offices, Hockeytown Authentics in Troy (without service charge), at all Ticketmaster locations and Ticketmaster.com. To charge tickets by phone, call (800) 745-3000. For additional information, call (313) 471-6611. Also go to www.forgottenharvest.org for more information and any Walgreen's Neighborhood Pharmacy in Metro Detroit for fight discount coupons.

MORE: Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest "rescued" 19.4 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 158 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.

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