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ORGANIZATIONS TEAM UP OVER HOCKEY TO HELP END HUNGER

*Ticket sales to the CCHA Championship to benefit
Forgotten Harvest and Gleaners Community Food Bank*

OAK PARK, Mich. – (March 02, 2010) – In this year’s Central Collegiate Hockey Association (CCHA) Championship, CCHA and College Hockey at the Joe have teamed up for the College Hockey Helping Hunger program to help Forgotten Harvest and Gleaners Community Food Bank end hunger in Metro Detroit.

The College Hockey Helping Hunger program invites individuals, schools, groups and businesses to participate with the opportunity to sell tickets for the CCHA Championship on March 19 and 20 at Joe Louis Arena. A portion of each ticket sale will be given back to Forgotten Harvest and Gleaners Community Food Bank. For every ticket sale, five meals will get to people who need them.

“March is an important month for us, when we focus specifically on children,” said Russ Russell, chief development officer for Forgotten Harvest. “At the conclusion of the holiday season, many people forget hunger is a year-long problem in our region. With schools letting out for breaks soon, many families aren’t sure how their children will get enough to eat every day. The donations from the College Hockey Helping Hunger program will provide us with greater resources to combat that issue this year.”

Championship tickets are sold at face value prices at \$32, \$22 and \$12. Prizes will be awarded to the three top-selling groups including the top prize, a suite for 20 at a Detroit Red Wings game during the 2010-11 season. All program participants will receive a special welcome at The Joe during the Championship weekend.

To participate or learn more, log on to www.CollegeHockeyAtTheJoe.com. Individuals without Internet access may call (888) 332-7140 toll-free for further details.

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 450 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 155 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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