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FORGOTTEN HARVEST RALLIES METRO DETROIT, RAISING MORE THAN \$650,000 IN HAITI RELIEF EFFORT

OAK PARK, Mich. – (January 26, 2010) – Through the mobilization of Metro Detroit organizations and residents, Forgotten Harvest, the region’s only mobile food rescue service, today announced that its Help 4 Haiti project so far has generated a donation valued at more than \$650,000 for Haiti, in response to the January 2010 earthquakes.

In addition to medical supplies, first aid and over the counter supplies through Walgreens in-store donations, the partnership has collected monetary donations and medical equipment. Help 4 Haiti also organized flights for more than 250 doctors to assist in medical efforts for the country.

The Detroit Pistons provided 10,000 pairs of new shoes and 2,000 t-shirts and socks. Local churches participating in the program have donated more than \$30,000, and more than 20 local schools have signed up to participate in Help 4 Haiti through the Schools Help 4 Haiti initiative.

“For 20 years Forgotten Harvest has helped people in need and asked members of the community to help their neighbors overcome hunger,” said Russ Russell, chief development officer for Forgotten Harvest. “With our experience and relationships, we felt we could add another neighbor to our list — the people affected by the earthquakes in Haiti. We’re proud of the Help 4 Haiti partnership and Metro Detroiters, who even during our own tough times can demonstrate the kind of generosity Detroit has to offer.”

The Help 4 Haiti project is a collaboration of partners, including Forgotten Harvest, WDIV-TV, News/Talk WJR 760 AM, the Detroit Media Partnership, Michigan Food & Beverage Association, Michigan Business & Professional Association, TMT and 93 Metro Detroit Walgreens locations.

Donations gathered through Help 4 Haiti are delivered directly to Haiti through two organizations long-established within the country: Project Medishare and Cross International.

Project Medishare has been working in Haiti since 1995 and is uniquely positioned to provide disaster relief services in Haiti because of the staff experience, language skills and relationships developed over many years working in the country. The organization currently has 300 surgeons on the ground in Haiti.

Cross International's priority is to help "the poorest of the poor" and began in Haiti, the poorest country in the Western Hemisphere. The organization already has provided more than 11 millions meals to those affected by the January 2010 earthquakes.

People can contribute to Help 4 Haiti in any of the following ways:

- Go to www.ForgottenHarvest.org, click on Help4Haiti logo
- Call the Forgotten Harvest donation line at 888-332-7140, open 24 hours a day
- Call the Local 4 phone bank at 313-298-WDIV to donate
- Mail a check to Forgotten Harvest to 21800 Greenfield Road, Oak Park, Mi 48237, with Help 4 Haiti in the memo line on submitted checks
- Purchase from a list of needed medical supplies from select Walgreens locations

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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