



For Immediate Release

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### **Busch's Fresh Food Markets Raise Over \$106,000 For Detroit Metro Hungry Forgotten Harvest Receives \$45,000**

Ann Arbor, MI— (December 23, 2009) Busch's Inc., a locally-owned, Michigan company, announced that it had collected over \$106,000 in their *Rockin' For The Hungry* annual winter food drive held between November 30–December 13 to collect cash donations and food for needy families in the area.

A family-owned grocery chain, Busch's has held the food drive for over 20 years. Busch's has 15 stores located in Wayne, Oakland, Washtenaw, Livingston, Monroe and Lenawee counties. This year's campaign marked a record year for donations and food given by Busch's customers. Doug Busch, co-owner of Busch's Inc., presented a check for \$45,000 to Susan Goodell, president and CEO of Forgotten Harvest in the Busch's store in W. Bloomfield.

Forgotten Harvest, metro Detroit's only food rescue operation, was the beneficiary of donations from customers of seven of the Busch's stores that are located in the tri-county area. Customers were able to make cash donations at checkout registers or purchase bags of groceries donated by the Busch's stores that were then distributed to pantries throughout the tri-county area by Forgotten Harvest.

"Our record donation year proves how generous Busch's customers are despite the financial crisis in which we all find ourselves," Busch said.

"The food and money collected in the Busch's stores will assure needy families of 45,000 meals this winter," said Susan Goodell, president and CEO of Forgotten Harvest. "We are extremely grateful for this donation and the on-going support that the Busch's stores offer Forgotten Harvest throughout the year with their donation of nutritious, perfectly good food that we "rescue" and distribute to agencies throughout the area."

Forgotten Harvest was formed in 1990 to fight two problems: hunger and food waste. Forgotten Harvest "rescued" more than 12.5 million pounds of food last year by collecting surplus prepared and perishable food from over 400 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 absolutely free-of-charge to 155 emergency food providers in the Metro Detroit area. The individuals and families served are as diverse as the community's residents—young and old, from all races and faiths. Hunger is the common bond uniting them with each other and with Forgotten Harvest.

Learn more about Forgotten Harvest and what you can do to help us drive hunger from our community at [www.forgottenharvest.org](http://www.forgottenharvest.org).

Busch's Inc., a collection of 15 fresh food markets, 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. In addition to fresh produce, local and organic choices, deli and bakery items made from scratch and, USDA Choice meat, fresh seafood and an extensive beer and wine collection, Busch's offers popular national brands and imported specialty food. Busch 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 sales prices. Learn more at [www.buschs.com](http://www.buschs.com)