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## **FORGOTTEN HARVEST TO BENEFIT FROM AUTOMAKER DONATION TO LOCAL CHARITIES**

*Electric Automaker Tesla to donate full value of special-edition Roadster Sport*

OAK PARK, Mich. – (January 13, 2010) – Forgotten Harvest is the beneficiary of a charitable donation from electric car manufacturer Tesla Motors, which announced this week at the North American International Auto Show it will donate the value of its 1,000<sup>th</sup> production car to several Detroit-area charities.

Tesla Motors is selling the special-edition car bearing the unique “Vehicle Identification No. 1,000” for a Manufacturer’s Suggested Retail Price of \$175,000. VIN 1,000 features custom paint in “Millennial White,” with a unique interior and carbon fiber accents. The vehicle is on display at the North American International Auto Show through Jan. 24.

The full value of the car will be divided among three nonprofit organizations in Michigan, including Forgotten Harvest.

“Tesla’s incredibly generous and timely gift will help us provide a couple hundred thousand additional meals to our neighbors in need in Metro Detroit, including our children and seniors,” said Susan Goodell, President and CEO of Forgotten Harvest.

Forgotten Harvest is the only mobile food rescue operation in the metropolitan area providing prepared and perishable foods. It’s ranked the second leading food rescue operation in the nation. This year, Forgotten Harvest projects it will collect approximately 18 million pounds of food.

With more than 21 refrigerated trucks operating six days per week, Forgotten Harvest picks up approximately 70,000 pounds of food per day from more than 450 donors. The food is then delivered to soup kitchens, pantries and shelters throughout Macomb, Oakland and Wayne counties. Donors include large grocers, restaurants, public venues, commercial farms, dairies, food brokers and a variety of other resources meeting all quality and labeling standards imposed by federal, state and local laws and regulations.

Also benefiting from the donation are Detroit-based The Children’s Center, FOCUS: Hope, Sierra Club and National Wildlife Federation.

“A year ago, right here in Detroit, we had delivered about 150 Roadsters, so VIN 1,000 is a humble but important milestone for us. It’s fitting to do something special with this unique car,” said Tesla CEO Elon Musk. “Forgotten Harvest stands out among non-profits for its efficiency and entrepreneurial spirit. We’re happy to help this organization that is doing so much for the Detroit community.”

**About Forgotten Harvest**

Forgotten Harvest was formed in 1990 to fight two problems: hunger and waste. Forgotten Harvest “rescued” more than 12.5 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](http://www.forgottenharvest.org).

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