



## MEDIA ALERT

### **BUSCH'S FRESH FOOD MARKETS ROCKIN' FOR THE HUNGRY 2009 TO HELP FORGOTTEN HARVEST RESCUE MORE FRESH FOOD**

*Organizations set goal of 300 tons of food for neighbors in need*

- WHAT:** Running through December 13, 2009, Busch's Fresh Food Markets will help feed the hungry in its Rockin' For the Hungry 2009 winter food drive. A family-owned market chain, the Busch family has held these drives for more than 20 years. Seven of the Busch's locations will be dedicating the donations to Forgotten Harvest.
- WAYS TO GIVE:** Customers can purchase pre-made "Ready to Go" bags filled with items to be given to a family in need. Customers are asked to donate \$10 for each bag.
- Customers can make a contribution at the Busch check-out registers. Dollars go directly to Forgotten Harvest to assist the organization in rescuing more food for the hungry.
- WHY:** Access to "rescued" and donated food makes the difference for friends, families and neighbors struggling to maintain their bills and provide food to their families. 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 and wholesome food. It's through these donations Forgotten Harvest is able to carry on its mission.
- WHERE:** Seven Busch's Fresh Food Market locations
- WHEN:** Through December 13, 2009
- MORE:** **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 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 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).
- Busch's Fresh Food Market** 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, USDA Choice meat, fresh seafood, and an extensive beer and wine collection, Busch's offers popular national brands and imported specialty foods. Busch's 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 sale prices. Learn more at [www.buschs.com](http://www.buschs.com)