



Your neighbor needs you
You can help

MEDIA ALERT

FORGOTTEN HARVEST KICKS OFF SEASON OF GIVING WITH LAUNCH OF FIRST-EVER GOOD NEIGHBOR HOLIDAY CAMPAIGN

Goal to generate \$1.5 million for those in need throughout Metro Detroit community

WHAT: Forgotten Harvest is kicking off its Good Neighbor Campaign at 21 different Kroger locations around Southeast Michigan on Good Neighbor Day, November 22, 2009. At each Kroger location, Forgotten Harvest volunteers will be on-site collecting both food or cash donations.

Volunteers will provide shoppers who would like to participate a shopping list of perishable food items needed for donation, which will be delivered to its network of 155 different emergency food providers throughout Metro Detroit. Cash donations support the operations of Forgotten Harvest to rescue fresh, nutritious food from a variety of sources to be delivered to its food providers, same-day, free-of-charge.

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: 21 Kroger locations across Metro Detroit

WHEN: Sunday, November 22, 2009
1 p.m. to 4 p.m.

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.

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