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MEDIA ADVISORY

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***Holiday Meals on Wheels* receives \$40,000 from Ford Motor Company Fund
Donation sponsors 11,000 meals for homebound metro Detroit seniors during holiday season**

Detroit, MI—In a heartfelt demonstration of support for the local senior community, Ford Motor Company Fund has donated \$40,000 to feed thousands of people through the Holiday Meals on Wheels program. The Detroit Area Agency on Aging will provide meals to more than 11,000 homebound seniors during the Thanksgiving and Christmas season as a result of Ford's contribution. The Ford Volunteer Corps also recruited some 200 Ford employees and retirees to help distribute meals on Christmas Day.

“Ford Motor Company has a long tradition of caring and helping people in our local communities,” said Jim Vella, president, Ford Motor Company Fund and Community Services. “It’s more important than ever, during these difficult times, that we join together to help. We were ready to go when the Detroit Area Agency on Aging told us money and volunteers were needed to deliver holiday meals to seniors.”

The *Holiday Meals on Wheels* program gathered hundreds of volunteers to pack, distribute and individually deliver freshly-cooked, hot nutritious meals to at least 5,500 homebound seniors in metro Detroit on Christmas Day. The Holiday Meals on Wheels volunteers pack cold food on Tuesday, December 23 from 8 a.m. to 12 noon, then pack and deliver hot food on Thursday, December 25, from 6 a.m. to 12 noon.

Through the Detroit Area Agency on Aging’s *Detroit Meals on Wheels*, a federal and state funded program, meals are delivered to seniors five days a week. Unfortunately, there are no public funds to feed metro Detroit area homebound seniors during weekends and holidays. In 1988, under the leadership of Paul Bridgewater, the agency joined the national campaign which created the *Holiday Meals on Wheels (HMOW)* program to feed seniors who may otherwise go hungry on holidays.

At present, HMOW feeds between 3,500 to 5,700 seniors each Thanksgiving, Christmas, Easter and Labor Day. These holiday meals are made possible by a grassroots campaign that raises private contributions. Hundreds of Detroit Area Agency on Aging employees, employees of other companies, partnering organizations, corporations, churches and individuals sell holiday greeting cards for \$5 each. For every card sold, a homebound senior is fed through this program.

To make a donation or volunteer for the Christmas Day delivery, call (313) 446-4444.