



Ford Motor Company Fund

NEWS

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FOR IMMEDIATE RELEASE

Detroit Meals on Wheels-Holiday Meals on Wheels volunteers will deliver to 5,700 homebound seniors on Christmas Day and "Pay It Forward" Ford Motor Company Fund grant provides 11,200 hot holiday meals

DETROIT, Mich., December 23, 2009 – For 21 years, the Detroit Area Agency on Aging *Holiday Meals on Wheels* program has fed thousands of metro Detroit homebound seniors annually on holidays as a result of support from thousands of volunteers, major corporations, businesses, churches, families and individuals from all walks of life. For the second year, Ford Motor Company Fund is donating funds to help feed 11,200 local homebound seniors on Thanksgiving and Christmas.

"Ford is extremely proud of our efforts to provide hot meals to thousands of homebound seniors on Thanksgiving and Christmas," said Jim Vella, President Ford Motor Company Fund and Community Services. *"Our financial and volunteer support of Holiday Meals on Wheels is just one way in which Ford is doing its part to help alleviate hunger-related issues in Southeast Michigan."*

There will be over 1,200 volunteers who will pack, distribute and individually deliver fresh-cooked, hot nutritious meals to 5,700 homebound seniors in metro Detroit on Christmas Day in a gesture of "paying it forward." Starting on Wednesday, December 23, hundreds of volunteers will assemble the cold portion (beverages, bread and dessert) of the meal from 8 a.m. to 12 noon, then on Friday, Christmas morning at 6 a.m., the volunteers will package the hot food portion of the meal for distribution to twelve sites where delivery of individual meals starts at approximately 8:30 a.m. until all the meals are delivered around 11 a.m.

The packing will occur at Valley Services, 1980 Bagley in Detroit at the corner of Rosa Parks Blvd. (old 12th Street) south of Michigan Avenue, near Corktown.

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Through the Detroit Area Agency on Aging (DAAA) *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, DAAA under the leadership of Paul Bridgewater, joined the national campaign and created the *Holiday Meals on Wheels (HMOW)* program, adopting the slogan that “*Hunger Takes No Holiday*” to feed seniors who would otherwise go hungry on holidays.

“We are truly fortunate that during a time of cutbacks the Ford Motor Company Fund continues to help feed thousands of homebound seniors in our service area on two major holidays that symbolize giving to others. We could not do this without the help of thousands of volunteers like those from Ford Motor Company and others who believe in paying it forward to an elderly person who may not have food or company on the holiday,” said Mr. Bridgewater, Detroit Area Agency on Aging President & CEO.

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 DAAA employees, employees of other companies, partnering organizations, corporations, churches and individuals sell holiday greeting cards for \$5 each. For every card, a homebound senior is fed through this program.

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

About Detroit Area Agency on Aging

DAAA, whose mission is to promote healthy aging and enhance the quality of life for older adults, is a private nonprofit agency established in 1980. DAAA serves approximately 56,000 older adults age 60 and over and caregivers residing in the City of Detroit and metropolitan areas including five Grosse Pointes, Hamtramck, Harper Woods and Highland Park annually. The DAAA’s services include the Regional Call Center, Wellness Services, Healthy Aging, Nutrition Services feeding about 4,000 daily through the Detroit Meals on Wheels program, Care Management Services for homebound seniors, the Mature Workers Program for low-income individuals age 55 or older, the Medicaid and Medicare Assistance Program, Outreach Services, and the Senior Solution on WGPR 107.5 every Saturday at 10 am. The organization is located at 1333 Brewery Park in Detroit. For further information call (313) 446-4444 or visit www.daaa1a.org.

About Ford Motor Company Fund and Community Services

Ford Motor Company Fund and Community Services is committed to creating opportunities that promote corporate citizenship, philanthropy, volunteerism and cultural diversity for those who live in the communities where Ford operates. Celebrating its 60th anniversary in 2009 and made possible by funding from Ford Motor Company, Ford Motor Company Fund supports initiatives and institutions that foster innovative education, auto-related safety, and American heritage and legacy. National programs include Ford Partnership for Advanced Studies, which provides high school students with academically rigorous 21st century learning experiences, and Driving Skills for Life, a teen-focused auto safety initiative. The Ford Volunteer Corps, established in 2005, continues Ford's legacy of caring worldwide. Through the Volunteer Corps, Ford employees and retirees participate in a wide range of volunteer projects in their communities. For more information on programs made possible by Ford Motor Company Fund and Community Services, visit www.community.ford.com.

DAAA Holiday Meals on Wheels Christmas Day delivery distribution sites:

- **All Saints Church, 3837 W. Seven Mile Road, Detroit**
- **Detroit Association of Women's Clubs, 5461 Brush Street, Detroit**
- **Franklin Wright Settlements, 3360 Charlevoix, Detroit**
- **Christ Church, 960 East Jefferson Avenue, Detroit**
- **Alpha Phi Alpha /King Solomon's Lodge, 293 Eliot, Detroit**
- **New Light Baptist Church Annex, 9550 Grand River Avenue, Detroit**
- **New Prospect Missionary Baptist Church, 19951 Livernois Avenue, Detroit**
- **Bridging Communities, 6900 McGraw Street, Detroit**
- **S.O.C./Neighborhood Club, 17150 Waterloo, Grosse Pointe Woods**
- **El Bethel Church, 25295 Grand River, Detroit**
- **12th Street Baptist Church, 1840 Midland, Detroit**
- **The Matrix Center, 13560 E. McNichols Road, Detroit**

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