



MORT MEISNER ASSOCIATES

FOR IMMEDIATE RELEASE

**THE WORD NETWORK TO SUPPORT GLEANERS FOOD BANK
BY DONATING 60,000 MEALS**

SOUTHFIELD, MICHIGAN—The **WORD Network**, which is the largest African American religious TV Network in the world, has joined hands with **Gleaners Community Food Bank** in Detroit and is asking its viewers to help feed needy people in Metro Detroit. Beginning Wednesday October 15th and running through the end of December, **The WORD Network** will air **LIVE** programming throughout the day, promoting this important fund drive. Viewers will be advised on air how to contribute. For each dollar raised, three meals will be provided, so even a small gift has a big impact. The **WORD Network**'s goal is to raise \$20,000, or 60,000 meals for hungry men, women and children in Detroit.

Gleaners Community Food Bank, which was started in 1977, distributes nearly 100,000 meals per day to hungry people through a network of churches, temples, food pantries, soup kitchens, shelters and other agencies that depend on **Gleaners** to feed their clients and or congregants. Food is both donated and purchased at deep discounts, allowing **Gleaners** to provide three meals for every dollar raised. Last year, **Gleaners** distributed 40 million pounds of food.

While many temples, churches and pantries in Metro Detroit will benefit from this 3 month long event, one such temple is the Judah Temple COGIC located in Detroit. "Despite a recovering economy, many working families are still having trouble making ends meet," said Gerry Brisson, president of **Gleaners**. "Too many households are still choosing between buying food and taking care of other basic needs. I'm so grateful to the **WORD Network** for rallying behind our mission to get much-needed food to those who need it."

The **WORD Network**, which was launched in February of 2000, is seen in more than 200 countries and has a worldwide viewership of more than 3 billion people.

Gleaners President Gerald Brisson is available for interviews as well as representatives of Judah Temple COGIC and other recipients of this benefit. For more details please visit thewordnetwork.org or gcfb.org.

MEDIA CONTACTS: MORT MEISNER ASSOCIATES, MORT MEISNER, 248-545-2222 or WENDY FAYNE AT 248-842-3889

