

FOR IMMEDIATE RELEASE

**THE CELANI FAMILY FOUNDATION, IN CONJUNCTION WITH
WJR 760-AM, LAUNCHES “HUNGER FREE IN THE D”
\$200,000 Fundraising Initiative to Provide 10,000 Holiday Meals for
Gleaners Community Food Bank of Southeast Michigan and Capuchin Soup Kitchen**

NOVI, Mich. – November 11, 2014 – The Celani Family Foundation, a non-profit organization created by community philanthropists Vicki and Tom Celani to help support and provide resources to local families in need, is partnering with WJR 760-AM this holiday season to launch a communitywide fundraising initiative entitled, Hunger Free In The D.

Hunger Free In The D is a two-week campaign to raise the funds needed to provide 10,000 holiday meals, which will be distributed by Gleaners Community Food Bank of Southeastern Michigan (Gleaners) and Capuchin Soup Kitchen (Capuchin), to individuals and families struggling to meet basic needs this holiday season.

Beginning today and running through Nov. 24, 2014, the Celani Family Foundation will match, dollar-for-dollar (up to \$100,000), every donation made by the public to Gleaners and the Capuchin Soup Kitchen, with the goal of reaching a \$200,000 total donation before Thanksgiving.

On Nov. 24, 2014, the campaign will culminate with a live broadcast of WJR-AM's Paul W. Smith Show (6-9 a.m.) from Gleaners in Detroit, where representatives from both organizations will receive an on-air donation of the much-needed funds. Interested donors can contribute to the cause at www.HungerFreeInTheD.com.

“Helping our neighbors in need has always been a passion, priority and privilege for me and my wife, Vicki,” said Celani, founder of the family’s namesake foundation and CEO of Luna Entertainment. “We’re so fortunate to be in a position to help others, and we hope to encourage as many people as possible to give what they can this holiday season, so we can reach our goal of contributing \$200,000 to two great organizations. Everyone in the D deserves to be hunger-free.”

For more than 37 years, Gleaners has been feeding hungry people and nourishing communities. Last year, Gleaners distributed 41 million pounds of emergency food to more than 550 partner soup kitchens, shelters and pantries in Wayne, Oakland, Macomb, Livingston and Monroe counties.

“Despite an improving economy, many of our neighbors are still struggling to make ends meet,” says Gerry Brisson, president of Gleaners. “Detroit is a generous community, though, and I know WJR listeners and the public will respond to this tremendous opportunity provided by the Celanis to make a difference for folks in need this holiday season.”

Capuchin Soup Kitchen The Capuchin Soup Kitchen was founded in 1929 and provides food, clothing and human development programs to people in need. In addition to preparing and serving up to 2,000 meals a day, the organization distributes household items, offers substance treatment services, provides children's tutoring sessions, and operates Earthworks Urban Farm and On the Rise Bakery.

"We are grateful to the Celani Family Foundation and WJR for this opportunity," says Capuchin Brother Jerry Smith. "We depend on the generosity of others in order to provide services to people in need. We deeply appreciate this gift which will help us continue our 85-year tradition of feeding hungry people, stimulating their minds, nourishing their spirits, and addressing the root causes of poverty in our community."

For more information on Hunger Free In The D, or to contribute, visit www.HungerFreeInTheD.com.

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Media Contact: Jason Brown, PublicCity PR – jbrown@publiccitypr.net; 248.252.1687