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Media Contact:

Don Tanner

dtanner@tannerfriedman.com

248-762-1533

The Suburban Collection to ‘Drive Away Hunger’ with Gleaners Community Food Bank

*The Suburban Collection’s Southeast Michigan locations, with community support,
to raise 1 million meals by the end of 2020*

TROY, Mich., – Prior to the onset of the COVID-19 pandemic, 1 in 5 people in Southeast Michigan struggled with hunger. Now, Feeding America, representing a nationwide network of more than 200 food banks, predicts an additional 212,000 people will be at risk of hunger in the region. Hunger among children is projected to rise to nearly 24% - or nearly 1 in 4 children.

In response to the ongoing struggle for Southeast Michigan households to feed their families, The Suburban Collection announced the launch of “Drive Away Hunger,” a fundraising campaign engaging staff and community, to raise 1 million meals for Gleaners Community Food Bank by the end of 2020.

“For decades Gleaners has been an unwavering lifeline for those facing hunger and continues to rise to the occasion now, when they are needed more than ever,” said David Fischer Jr., president and CEO of The Suburban Collection. “Across The Suburban Collection, our team members are enthusiastic and determined to meet the one million meal goal in support of Gleaners’ work for our community.”

The Suburban Collection’s leadership and 3,000 team members across its Southeast Michigan locations will cooperate toward the million-meal goal through such activities as Jeans Days, where employees can make a donation in exchange for a more casual Friday attire; raffles for employee perks; and location-specific fundraising initiatives. Customers and the community are encouraged to participate by donating in-store or participating in The Suburban Collection’s virtual food drive through Gleaners at <http://feed.gcfb.org/driveawayhunger>.

At the virtual food drive webpage, donors can make a financial contribution of their choice (and select a team from The Suburban Collection to give credit for their donation) or they can “shop with Gleaners.” Through Gleaners’ “Shop with Us Virtual Food Drive” portal, donors can select food items forming their donation amount. Every dollar donated provides three meals.

“Families, children, seniors and our neighbors who are isolated are facing hardships at a level higher than we’ve ever seen in Gleaners’ history,” said Gerry Brisson, president and CEO of Gleaners. “One thing we can do together is make sure food is not one of their worries. Support to The Suburban Collection’s ‘Drive Away Hunger’ campaign will help provide nourishing food to households deeply affected by the pandemic. When we come together to fight hunger—everyone wins.”

Headquartered in Detroit, Gleaners operates distribution centers in Wayne, Oakland, Macomb, Livingston and Monroe counties. The organization has drastically increased its food distribution by 40% since March 2020, averaging 6.5 million pounds each month. Gleaners distributes nutritious foods – including fresh milk, vegetables, fruit, whole grains and lean protein – to more than 500 partner agencies, through drive-up food distribution sites across Southeast Michigan and in emergency food boxes through 120 community partners, among other programs.

As part of the Drive Away Hunger campaign, The Suburban Collection will allocate funds raised by its Ann Arbor locations to Food Gatherers, the local food bank serving Washtenaw County communities.

About The Suburban Collection:

Founded in 1948 and based in Troy, Michigan, The Suburban Collection is Michigan’s largest privately held automotive group and 18th largest in the country. Today, The Suburban Collection encompasses 33 automotive brands, across 54 locations, including state-of-the-art collision centers, accessories distribution centers, fleet management and retrofitting services throughout the U.S. and Canada.

For more information, visit: www.SuburbanCollection.com

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