



Media Contacts:

Galina Roehl
Franco
248-840-7021
groehl@franco.com

Sharon Tatom Garcia
The Salvation Army
248-331-5561

Sharon.TatomGarcia@usc.salvationarmy.org

The Salvation Army of Metro Detroit Fights Hunger and Homelessness for the 36th Consecutive Year with the Bed & Bread Club Radiothon

Fundraiser to be aired on 760 WJR will help feed and shelter individuals in metro Detroit.

SOUTHFIELD, Mich. (Feb. 13, 2023) – [The Salvation Army of Metro Detroit](#) is continuing its fight against hunger and homelessness with its 36th annual [Bed & Bread Club Radiothon](#), presented by Ford Motor Company Fund and hosted by [760 WJR](#), starting 4 p.m. on Thursday, Feb. 23, through 7 p.m. on Friday, Feb. 24.

The Salvation Army's \$1.8 million fundraising goal will help the nonprofit continue serving nearly 1.3 million meals and providing more than 72,000 nights of shelter annually through its Bed & Bread program.

"For the past 35 years, the Bed & Bread Club Radiothon has been a primary source of funding the Bed & Bread program, allowing The Salvation Army of Metro Detroit to feed and shelter Detroit's hungry and homeless," said Major Bob Mueller metro Detroit area commander for The Salvation Army Great Lakes Division. The Salvation Army is grateful for the partnership with WJR and the generous supporters who join in on our mission of doing the most good."

The Bed & Bread Club Radiothon has been broadcasting live on 760 WJR since 2011. In its 35-year history, the fundraiser has raised more than \$41.3 million.

"It is an honor to work with The Salvation Army of Metro Detroit for the 12th year in a row to bring hope to families in need across Detroit," said Steve Finateri, market manager of 760 WJR. "There is an urgent need for assistance in feeding the

hungry and homeless throughout Detroit, and it is incredible to see how our combined efforts are assisting people in need.”

Listeners can donate \$120 to feed five people for nearly a month. Those who donate \$240 will provide meals to 10 people for nearly a month and receive a limited-edition Bed & Bread Club Radiothon umbrella as a thank you. Those contributing \$255 or more can donate an extra umbrella to a Bed & Bread client.

The Radiothon will kick off with Bed & Bread success stories and donation information for those tuning in on Thursday, and will run overnight before switching to the live broadcast at 6 a.m. on Friday, Feb. 24. The lineup will feature:

- Paul W. Smith, Sean Baligian, Marie Osborne 6 – 10 a.m.
- Tom Jordan, Chris Renwick, Lloyd Jackson 10 a.m.– 2 p.m.
- Mitch Albom (live from Haiti), Ken Brown, Steve Courtney 2 – 4 p.m.
- Guy Gordon, Dick Purtan & Family 4 – 7 p.m.

Local and national celebrities, along with civic and business leaders, will also join the conversation throughout the Radiothon, encouraging listeners to make a difference for the hungry and homeless in metro Detroit.

While other Bed & Bread programs exist throughout the country, The Salvation Army of Metro Detroit’s Bed & Bread program is unique in that it also serves people via trucks that are mobile soup kitchens. The Bed & Bread trucks serve meals seven days a week, 365 days a year, alternating between sandwiches, stews and soups, and other hot meals.

The Salvation Army Detroit Harbor Light community kitchen prepares the meals that are served off the trucks. Recently, the kitchen has been renovated and expanded to include modernized equipment and allow for up to 20 volunteers to assist in the food preparation process.

Individuals can donate The Salvation Army’s Bed & Bread program by:

- Visiting SAmetrodetroit.org
- Texting BREAD to 24365
- Calling 833-SAL-HOPE (833-725-4673)

For more information about The Salvation Army’s Bed & Bread Club Radiothon, including event volunteer opportunities, please visit www.sametrodetroit.org/radiothon.

About The Salvation Army Bed & Bread Program

The Salvation Army of Metro Detroit’s Bed & Bread Program serves more than 3,500 meals each day to men, women and children who would otherwise go without. That’s more than 1.3 million meals every year. In addition, the Bed &

Bread Program provides more than 72,000 nights of shelter annually. Hats, gloves, socks, personal supplies and blankets are often distributed, along with the meals.

The Bed & Bread Program is unique in that it serves many people via mobile soup kitchens. The Bed & Bread trucks are on the streets of Detroit 365 days a year making designated stops throughout the day.

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