



OPERATION
Can Do!



For Immediate Release
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Big Boy, Local Boy Scouts and WXYZ-TV Launch 31st Annual Operation Can Do Food Drive

(Warren, Mich.) — October 15, 2008 — According to U.S. Census Bureau data, one of every five children in Wayne, Oakland and Macomb counties lives in poverty and is at high risk of hunger and under-nutrition. What's more, according to a Hunger in America 2006 report, over one million Michiganders turn to the state's food bank network for help each year. The technical phrase for hunger is "food insecure" and 2008 marks the 31st year that Big Boy Restaurants is doing something about it. To help the food insecure this holiday season, **Big Boy Restaurants, WXYZ-TV and the Detroit Area and Clinton Valley Councils of the Boy Scouts of America, with major support from Reinhart FoodService**, are teaming up for the **30th Annual Operation Can Do** food drive.

Operation Can Do kicks off with the Boy Scouts' **Scouting for Food** event on **Saturday, November 1**. **Over four days**, hundreds of Boy Scouts will go door-to-door in metro Detroit handing out empty Operation Can Do collection bags. Residents are urged to fill these bags with canned or boxed food or food in plastic containers. Storage and shipping limitations prohibit the donation of frozen and perishable goods.

"We are ever grateful to the Detroit Area and Clinton Valley Councils of the Boy Scouts for the significant role they play in kicking off Operation Can Do with their Scouting for Food event. The Boy Scouts' efforts contribute a major portion of the total tonnage collected during the Operation Can Do food drive," said Bill Hadden, executive vice president of marketing and innovation for Big Boy Restaurants International LLC.

The Boy Scouts will retrieve the bags of donated food on the following Saturday, November 8, from 8 to 10 a.m. Residents are asked to leave the filled bags on their doorsteps by 8 a.m. that morning. All food collected will be distributed to food banks and emergency food providers in Livingston, Macomb, Oakland, St. Clair, Washtenaw and Wayne counties.

The public can continue donating food to Operation Can Do after November 8 by dropping off any non-perishable food items **at any local Big Boy restaurant until December 31.**

-More-

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Operation Can Do 2008

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Last year Big Boy restaurants collected 225 tons of food contributed by generous donors. Since the first Operation Can Do in 1978, over ten million pounds of food have been donated. The need remains urgent as thousands of Michigan residents are considered to be food insecure.

Big Boy Restaurants, the Boy Scouts, WXYZ and Reinhart FoodService are counting on the continued generosity of the public who has consistently made this food drive a success for 30 years. Especially in this difficult economy, the public is asked to look in their hearts once again to help provide food for those who are in need.

Headquartered in Warren, Mich., Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy Restaurants in the United States and Japan. Visit us at www.bigboy.com.

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