



For Immediate Release

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HOLD ON TO HOPE

PARTNERING WITH NON-PROFITS: MAKING A DIFFERENCE IN MICHIGAN

CONNECT. CREATE. DONATE.

LIVE LOVE MICHIGAN
PROJECT

Michigan clothing startup sends 2,900 meals to local families

Comstock Park, Michigan — April 1, 2014 — After a two-week campaign, Lansing-based startup [Live. Love. Michigan.](#) raised enough money to send 2,900 meals to local families through [Feeding America West Michigan Food Bank.](#)

Through its [Hold on to Hope campaign](#), the company designed a line of shirts, sweatshirts, pullovers and tank tops expressing the core themes of Feeding America West Michigan's mission. Fifty percent of each sale was donated to the Food Bank.

Over the next year, Live. Love. Michigan. will design more apparel for the organization, donating 25 percent from each sale. [A new campaign](#) for the Baldwin Center in Pontiac began on Monday.

To learn more about Live. Love. Michigan., view the Feeding America West Michigan collection or nominate a nonprofit, visit holdontohope.org.

About Feeding America West Michigan Food Bank. One of the nation's largest and most effective food banks, Feeding America West Michigan Food Bank reclaims edible surplus food from farmers, manufacturers, distributors and retailers. It stores, processes and distributes that food through more than 1,200 local food pantries and other hunger-relief agencies in 40 Michigan counties from the Indiana border through the Upper Peninsula. More than 100,000 West Michigan families rely on food from Feeding America West Michigan. For more information, visit feedingamericawestmichigan.org.