



**Northwest Michigan
Community Action Agency**
3963 Three Mile Rd.
Traverse City, MI 49686
www.nmcaa.net

News Release

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FOR IMMEDIATE RELEASE

Keep the Wheels Rolling for Meals on Wheels

Make your gift this month and help change a life, just look for the car banks at local retailers

NW Michigan, August, 2014 – Make a difference in the life of a local homebound senior this August through mid-September by supporting Meals on Wheels' Keep the Wheels Rolling campaign. Over 100 local businesses are participating in this year's fundraising event by hosting a Meals on Wheels car bank or selling plates that supporters can write their name and post on the businesses' walls or counter. Plates can be purchased for \$2 or \$5 and any size cash donation can be placed in the car banks. Visit www.nmcaa.net for a business list. Donors are encouraged to mail larger donations to their local Meals on Wheels office or donate online at www.nmcaa.net.

Meals on Wheels, a local NMCAA program, is only able to consistently meet local needs through the generous support of individual donations. "We couldn't be here without the support of our local community," said Lisa Robitshek, manager of Meals on Wheels. "Federal and State dollars support only one-third of Meals on Wheels funding. This year, we are reaching out to individuals and businesses in the community to raise \$100,000 so that we can continue to serve those who need Meals on Wheels the most.

Malnutrition and poor nutrition occur frequently in the growing elderly population. Lack of proper nutrition over long periods of time can cause multiple health issues. Meals on Wheels delivers daily nutritionally balanced meals to frail, homebound seniors over 60 years of age who are unable to shop, prepare meals for themselves and have no one available to prepare meals for them.

More than just nutrition, caring drivers provide much needed personal contact, friendship, daily safety checks and peace of mind to homebound seniors in Grand Traverse, Leelanau, Manistee, Missaukee, and Wexford Counties.

"It really is so much more than just a meal, there are many times where our volunteer drivers are the only person our seniors may see for days or weeks," added Robitshek, "we make sure they're alright and remind them someone truly does care about them."

Last year, NMCAA's Meals on Wheels provided approximately 160,000 well-balanced meals, delivering critical nutrition, compassion, security and independence to homebound seniors. Please join Meals on Wheels and make a donation at one of your local retailers or visit www.nmcaa.net and change a life today.

Gifts can also be mailed to: Meals on Wheels, NMCAA, 3963 Three Mile Rd., Traverse City, MI 49686

Northwest Michigan Community Action Agency (NMCAA), is a non-profit 501(c)3, that provides a comprehensive set of services designed to empower low-income individuals and families to reach independence and strengthen the communities in which they live. Serving 10 counties and offering over 50 programs, NMCAA uses a client-centered approach to customize assistance to match the unique needs of each individual or family helping them achieve self-sufficiency, independence and economic security. For more information on programs or to make a donation, please visit www.nmcaa.net.

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