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**FOR IMMEDIATE RELEASE**

**HORIZON MEDIA DONATES \$182,000 TO CITY HARVEST IN  
HONOR OF THEIR 20<sup>TH</sup> ANNIVERSARY**

**HORIZON'S GIFT IS CITY HARVEST'S LARGEST SINGLE CORPORATE  
DONATION TO DATE THIS YEAR**

New York, NY- November 2, 2009 - Bill Koenigsberg, CEO and Founder of Horizon Media, has donated \$182,000 to City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women, and children. He was joined by Alison Fahey, Publisher and Editorial Director of *Adweek*, to present the check to Jilly Stephens, Executive Director at City Harvest, at a press conference held on November 2<sup>nd</sup> at Duffy Square in Times Square, attended by over 200 Horizon Media and City Harvest employees.

Mr. Koenigsberg, a City Harvest Board member, asked his clients and friends to fight hunger by purchasing advertisements in a special section of *Adweek* in honor of Horizon Media's 20<sup>th</sup> anniversary. At the press conference City Harvest also debuted a PSA on an electronic billboard in Times Square, a space secured for them by Horizon Media.

This donation is the largest single corporate gift City Harvest has received to date this year and comes during a time when raising funds and awareness for the organization is especially critical, as greater numbers of New Yorkers are turning to emergency food. Horizon Media's donation will also support the Los Angeles Regional Foodbank, who like City Harvest is a member of Feeding America, a network of 205 food banks and food rescue organizations across the country.

“I am extremely grateful and proud to say that our 20<sup>th</sup> anniversary efforts helped us to achieve our mission to raise almost \$200,000 to feed those that are less fortunate than us as we give back to the community while we celebrate our success. I’m thrilled to make this contribution to City Harvest and the Los Angeles Regional Foodbank at such a crucial time in our country. The success that we have enjoyed over the years is due largely to our valued partnerships with our clients and the media, and for that we are truly appreciative,” said Bill Koenigsberg, CEO, President and Founder of Horizon Media.

“Bill Koenigsberg and his team are incredibly dedicated to City Harvest’s mission to feed hungry New Yorkers” said Jilly Stephens, Executive Director at City Harvest. “This donation is needed now more than ever, as more of our neighbors turn to emergency food, many for the first time. Bill’s vision for turning an anniversary celebration into a fundraiser for City Harvest shows that in tough times New Yorkers remain concerned for their neighbors,” she added.

Horizon Media has been a valued supporter of City Harvest since 2007. They have solicited over \$7 million worth of advertising space for City Harvest over the past two years. Horizon Media’s help in placing advertisements on billboards located in heavily trafficked areas across New York City has made it possible for City Harvest to spread their message surrounding hunger to millions of New Yorkers.

### **About City Harvest**

Now serving New York City for more than 25 years, City Harvest ([www.CityHarvest.org](http://www.CityHarvest.org)) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect over 25 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to nearly 600 community food programs throughout New York City using a fleet of trucks and bikes as well as volunteers on foot. Each week, City Harvest helps over 260,000 hungry New Yorkers find their next meal.

City Harvest also addresses hunger’s underlying causes by educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, enhancing the ability of our agency partners to feed hungry men, women, and children, and supporting affordable access to nutritious food in low-income communities

**About Horizon Media**

Founded in 1989, Horizon Media, Inc. is the largest U.S. independent media services company. Horizon's core mission, "To create the most meaningful brand connections within the lives of people everywhere," is focused on helping clients sell products and build brands through insightful marketing counsel, and delivered through effective negotiation and placement, Horizon's holistic approach to brand marketing and development has resulted in estimated billings of \$2 billion and established the company as the fastest growing agency in the industry. Headquartered in New York City with a full service office in Los Angeles, Horizon also has offices in San Diego, and Amsterdam, Netherlands. Horizon is also a founding member of Columbus Media International, a multi-national partnership of independent media agencies. For more information, please visit the company's website at [www.horizonmedia.com](http://www.horizonmedia.com).