

FOR PLANNING PURPOSES ONLY

Contacts: Jennifer Mauer / Don Hoffman, NY Daily News
(212) 210-6379 / (212) 981-5118

John McCook, City Harvest
(212) 843-8365

***CITY HARVEST AND THE DAILY NEWS KICK OFF
LARGEST ANNUAL HOLIDAY FOOD DRIVE IN NEW YORK CITY:
Announce Goal to Collect over 1 Million Pounds of Food for the Hungry this Holiday Season***

WHEN: Thursday, November 18, 2010 @ 10:30 AM

WHAT: FDNY Commissioner Salvatore Cassano will join the Daily News and City Harvest to announce the 28th Annual “Daily News Readers Care to Feed the Hungry of New York” food drive. This food drive, which was created by New York’s Hometown Newspaper 28 years ago to help feed New York’s most vulnerable populations, is the largest food drive in the city; last year, New Yorkers donated over 860,000 pounds (430 tons) of food.

The drive will kick off on Thursday, November 18th and will continue through January 2011. Non-perishable food donations can be dropped off at all **NYC Fire Department (FDNY) stations**; all **NYC Police Department (NYPD) precincts**; in the *Daily News* lobby at 450 West 33rd Street (between 9th and 10th Avenues in Manhattan); and at all **Modell’s Sporting Goods** locations in NYC.

The Daily News and City Harvest also invite churches, synagogues, schools, and local businesses to host food drives in their communities. Last year, 338 schools collected over 247,000 pounds of food during “Kids Can Help Week,” which is slated for December 6th - 10th of this year.

More than 1.5 million New Yorkers live in poverty. City Harvest helps feed over 300,000 hungry New Yorkers each week. **The Daily News Readers Care to Feed the Hungry of New York Food Drive** is crucial to City Harvest’s pledge to provide food to the city’s hungry every holiday season. Modell’s Sporting Goods, The Starr Foundation, Beech-Nut Nutrition Company, D’Agostino Supermarkets, Goya, Sysco Metro New York, Tropicana, WNBC Channel 4, NBC NY Nonstop, T47 Telemundo, 77WABC Radio and 1050 ESPN New York have joined forces with the Daily News and City Harvest this year to help collect even more food than ever. For more information about donating food or making a financial contribution, call **(800) 77-HARVEST** or visit cityharvest.org.

WHO: FDNY Commissioner Salvatore Cassano
Kevin Convey, Editor in Chief of the *Daily News*
Jilly Stephens, Executive Director, City Harvest

WHERE: Duane Street Fire Station
100 Duane Street
(between Broadway and Church Streets)
MANHATTAN

*** **COVERAGE REQUESTED** ***