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City Harvest Kosher Initiative Transforms Ancient Rite Into Modern Day Mitzvah
City Harvest Teams Up With Met Council for Two Food Drives in One

New York, NY – City Harvest, the world’s first food rescue organization, and the Metropolitan Council on Jewish Poverty, New York City’s foremost Jewish anti-poverty organization, are teaming up again this year to help feed hungry New Yorkers in the Jewish community. They will run two simultaneous food drives that will provide fruits, vegetables and other nutritious meals for those in need, and fulfill a centuries-old Passover rule that requires Jewish households to remove all leavened products from their home.

Each year, hundreds of thousands of Jewish New Yorkers prepare to celebrate the holiday by discarding, selling or giving away all leavened products such as bread or mixtures containing grains like wheat, known as chometz.

This year, as part of its successful Kosher Initiative, City Harvest will pick up any canned or packaged chometz from schools, synagogues and other locations in all five boroughs to distribute to some of the more than 600 community food programs they serve throughout New York City. Chometz items will be picked up by April 2nd.

“I can’t think of a more rewarding and simple way to give back to the New York community than to donate chometz that normally might be discarded prior to Passover to our hungry neighbors,” said Rabbi Mayer Mayerfeld, head of the City Harvest Kosher Initiative.

City Harvest is also running a Kosher for Passover food drive in conjunction with the chometz drive, beginning the day after Purim (March 5) and lasting until March 30, in an effort to help feed the 44,000 hungry Jews in New York who keep kosher for the holiday. Last year, they were able to distribute over 300,000 pounds of food to their network of 35 kosher agencies. Kosher items for Passover will be picked up by March 30th.

For more information, tips on running a food drive, and ways you can help, please visit www.cityharvest.org