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### **City Harvest Gears Up for Skip Lunch Fight Hunger on May 6, 2009**

New York, NY – City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women and children, is gearing up for their annual fundraising program, Skip Lunch Fight Hunger on May 6, 2009. Skip Lunch Fight Hunger is a citywide initiative that asks individuals to donate their lunch money to help City Harvest feed the nearly 350,000 children and their families in New York City who don't have enough to eat – even more important at a time when New Yorkers are feeling the effects of a faltering economy. A donation of \$10 can help feed seven children for a week, \$20 can help feed three children for a month, and \$50 can help feed three children for the entire summer.

Skip Lunch Fight Hunger will make it possible for City Harvest to feed a greater number of hungry New Yorkers during a critical time. Many of the 600 community food programs that City Harvest serves in the five boroughs are now seeing a drastic increase in people seeking emergency food, some as high as 20%. Many households are turning to soup kitchens and food pantries for the first time. City Harvest is working to keep food moving to programs struggling to keep up with growing demand.

Skip Lunch Fight Hunger was conceived in 2002 by City Harvest board member Dana Cowin, editor in chief of *Food & Wine* magazine. In 2008, over 15,000 New Yorkers

from hundreds of corporate offices, friend and family teams, and individuals participated in the campaign, raising over \$500,000 in a single day to help feed over 30,000 children and their families for the entire summer. With the need for emergency food on the rise, this year City Harvest hopes to raise \$600,000.

**How the campaign works:** Individuals sign up to be team captains for their company, organization, school, or house of worship, or start a friend and family team to champion the cause by recruiting team members and fundraising for the campaign. City Harvest sends team captains brown paper lunch bags, posters, and facts about childhood hunger to help publicize the event. On May 6<sup>th</sup>, team captains distribute the bags to their colleagues, and collect and deposit donations. Teams may also register at [www.skiplunch.org](http://www.skiplunch.org) and invite friends, family, and colleagues to help in the fight against hunger – either as donors or as team members themselves.