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FOR IMMEDIATE RELEASE

CITY HARVEST DRAFT

Fancy Food Show Announces Major Donation to City Harvest
20th year that specialty food industry has helped feed hungry New Yorkers

New York, NY (June 24, 2009) – The 55th Summer Fancy Food Show plans to donate more than 100,000 pounds of specialty foods and beverages to City Harvest, one of New York's leading anti-hunger organizations, at the end of the three-day trade event June 30.

This is the 20th year Fancy Food Show exhibitors at the Jacob K. Javits Convention Center are giving back to New York City through the efforts of the National Association for the Specialty Food Trade Inc., the show's organizer, and City Harvest. Last year exhibitors made their largest donation ever, providing enough specialty cheese, meat, produce, chocolate beverages and other items to fill five tractor trailers.

"Our exhibitors have a long tradition of giving back," said Ann Daw, NASFT's president. "Amid economic hardship for many New Yorkers, this year we are especially eager to help make up gaps in supplies at food pantries and feeding programs."

The food rescue is an event in itself. On June 30 at 4 p.m., as the last buyers leave the show floor, more than 300 City Harvest volunteers from Barclays Capital, Credit Suisse, Goldman Sachs, and Grainger will get to work. They will navigate the aisles to pick up the specialty food left over from the show's 2,300 exhibitors from the U.S. and abroad.

City Harvest will deliver this food to many of the 600 community programs it serves throughout New York City, which together feed 260,000 people each week. The Fancy Food Show donation is the organization's largest collection of perishable food from a special event. "This will allow City Harvest to deliver the kind of food that soup kitchens and food pantries are rarely able to provide to the hungry New Yorkers they serve," said Jilly Stephens, executive director. "We are grateful for the generosity of the NASFT and show vendors as well as the hard work of volunteers dedicated to rescuing the food safely."

The NASFT is a not-for-profit trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. Today there are more than 2,900 members in the U.S. and abroad. For further information on the NASFT and its Fancy Food Shows, go to www.specialtyfood.com.

About City Harvest

Now serving New York City for more than 25 years, City Harvest (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 26 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 more than 600 community food programs 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.