

FROM: CITY HARVEST
575 Eighth Avenue, 4th Floor
New York, NY 10018

Rubenstein Public Relations
Telephone: (212) 843-9341
Contact: Talia Mann
tmann@rubensteinpr.com

FOR IMMEDIATE RELEASE

CITY HARVEST LAUNCHES A SERIES OF “RESCUE FOOD” VIRAL VIDEOS

New York, NY- October 8, 2009- City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women and children, announced today that they have launched a series of seven “Rescue Food” viral videos at www.rescuefood.org. The short viral videos, produced pro-bono by a diverse group of animators, directors, writers and musicians led by DraftFCB New York, were created to raise awareness of hunger at a time when growing numbers of New Yorkers are turning to emergency food.

This year, City Harvest will rescue 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.

“This is the first time City Harvest has utilized viral videos as a vehicle for distributing our message on issues surrounding hunger,” said Jilly Stephens, executive director at City Harvest. “These videos, in a very quirky, clever manner, challenge the viewer to think about this very real problem. It is our hope that through the viral nature of the Internet, these videos, and our message of rescuing food, reach hundreds of thousands of people,” she added.

The following is a brief description of each video:

- **Cabbage, Interrupted**

<http://www.youtube.com/watch?v=lwBUW-wBbQY>

When the pressures of life become too much to bear, what's a cabbage to do?

Written by William Tran

Animation by Nathan Love

Music by Austin Wintory

Produced by Michelle Carman

Creative Director: Keith Loell

- **Fried Green Tomatoes**

http://www.youtube.com/watch?v=L-N9sY_xml8

Imprisoned and sentenced to walk the Fried Green Mile, can the infamous Johnny Beefsteak convince the warden of his innocence?

Written by Rob Rooney and William Tran
Animation by World Leaders Entertainment
Music by Austin Wintory
Produced by Michelle Carman
Creative Director: Keith Loell

- **Butterfinger**

<http://www.youtube.com/watch?v=7MwRbrC3gYY>

"Butterfeld! Do you expect me to talk?"
"No, Mr. Cobb. I expect you... to pop!"

Written by Mike Foran
Animation by World Leaders Entertainment
Music by Austin Wintory
Produced by Michelle Carman
Creative Director: Keith Loell

- **Belle of the Butterball**

<http://www.youtube.com/watch?v=gfq9Y8MOrJs>

Young Edie Sue, all alone and feeling blue. Can she snag Mr. Right without the Girls picking a fight?

Written by William Tran
Animation by IBC Digital
Music by Austin Wintory
Produced by Michelle Carman
Creative Director: Keith Loell

- **High Steaks Poker**

<http://www.youtube.com/watch?v=Wdo-KbEMBWY>

This tale tells of a piscine gambler whose love of cards gets him into some serious trouble. Will he manage to escape, or will he end up sleeping with... the fishes?

Written by Michelle Carman and William Tran
Animation by David Michael Friend
Produced by Michelle Carman
Creative Director: Keith Loell

- **Operation: Wienersave**

<http://www.youtube.com/watch?v=Hg94jNwPaWQ>

A depraved eating competition. Hundreds of lives in the balance. A submarine with a heart of gold. It's all on the line...

Written by Michelle Carman
Animation by Alex Budovsky
Music by Austin Wintory
Produced by Michelle Carman
Creative Director: Keith Loell

- **Hero on the Tracks**

<http://www.youtube.com/watch?v=XPXyziT3L6A>

Heroism doesn't drive; it takes public transportation.

Written by William Tran
Animation by Estrella Vega
Produced by William Tran
Creative Director: Keith Loell

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 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 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.

About Draftfcb

[Draftfcb](http://www.draftfcb.com) is the first global, behavior-based, holistic marketing communications organization to operate against a single P&L. In delivering its clients a high Return on IdeasSM, the agency is driven by The 6.5 Seconds That MatterSM, a creative expression recognizing the brief period of time marketers have to capture consumers' attention and motivate them to act. With nearly 140 years of combined expertise, Draftfcb has roots in both consumer advertising and behavioral, data-driven direct marketing and firmly believes there is no way to separate creativity from accountability. Part of the Interpublic Group of Companies (NYSE:IPG), the Draftfcb network spans 96 countries with more than 9,500 employees. The agency's corporate leadership team includes [Howard Draft](#), executive chairman; [Laurence Boschetto](#), CEO and president; [Jonathan Harries](#), vice chairman and global chief creative officer; and [Neil Miller](#), chief financial officer. For more information, visit www.draftfcb.com.