

CITY HARVEST
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FOR IMMEDIATE RELEASE

SWEETEN THE DEAL FOR YOUR VALENTINE WITH CITY HARVEST'S 2010 NEW YORK CITY RESTAURANT GUIDE

New Yorkers Can Text to Find Restaurants that Support City Harvest

New York, NY- February 12, 2010 – Mobile devices have made it easy to support charities by providing donors with the option to text their gifts. This Valentine's Day, New Yorkers who want to support some of the most generous restaurants in the city can use their mobile devices to find a meal with heart, too. City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women, and children, created the *Great Food, Good Hearts* guide to acknowledge over 160 restaurants, bakeries, and cafes that donate excess food and play a key role in raising funds and awareness for the organization. Support from restaurant partners is even more critical now, as agencies are reporting an average increase of 15% in the demand for emergency food since just last year, according to City Harvest's most recent quarterly data.

New Yorkers can simply text the location and desired type of cuisine to receive a return message with the closest two restaurants listed in *Great Food, Good Hearts* sent directly to their mobile devices. To locate the closest supporting restaurant, text "city harvest" and the address and current location to 69866. To identify the closest supporting restaurant by cuisine, text the type of cuisine and current location to 69866 (example: Italian 300 West 22nd Street).

For more information or to request a print copy of the guide, mail a 6" by 9" self-addressed, stamped envelope with \$1.00 postage to City Harvest, 575 Eighth Avenue, 4th Floor, New York, NY 10018, Attention: *Great Food, Good Hearts*. The guide is also available for download in PDF format at cityharvest.org.

“Restaurants continue to be some of our strongest supporters at City Harvest, and *Great Food, Good Hearts* recognizes the generosity that helps make it possible for us to accomplish our mission,” said Jilly Stephens, executive director at City Harvest. “Valentine’s Day is a wonderful occasion to thank our friends in the restaurant community by dining out at the restaurants listed in the guide,” she said.

About City Harvest

Now serving New York City for more than 25 years, City Harvest (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 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 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.

City Harvest also addresses hunger’s underlying causes by educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, enhancing the ability of our agency partners to feed hungry men, women, and children, and supporting affordable access to nutritious food in low-income communities.