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FOR IMMEDIATE RELEASE

CITY HARVEST RELEASES 2010 NEW YORK CITY RESTAURANT GUIDE: GREAT FOOD, GOOD HEARTS

For the First Time, New Yorkers Can Use Cell Phones to Find Restaurants that
Support City Harvest

New York, NY-October 28, 2009- City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women, and children, announced today the launch of their 2010 edition guide to New York City's most generous restaurants, titled *Great Food, Good Hearts*. City Harvest's *Great Food, Good Hearts* guide is a compilation of over 160 restaurants, bakeries, and cafes that not only support City Harvest by donating excess food – they also play a key role in raising funds and awareness for the organization.

Finding a restaurant that supports City Harvest is now more convenient than ever. Knowing that New Yorkers increasingly use their cell phones and mobile devices to access news and information, for the first time City Harvest is releasing this year's edition in digital format as well as print. Simply text your location and desired type of cuisine, and you'll receive a return message with the closest two restaurants listed in *Great Food, Good Hearts* sent directly to your cell phone. To find the closest restaurant to your current location, text "city harvest" and the address of your current location to 69866. To find the closest restaurant to your location by cuisine, text the type of cuisine and the address of your current location to 69866 (example: Italian 300 West 22nd Street).

Anyone interested in receiving a print copy of the guide should 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 www.CityHarvest.org.

“Restaurants, although they are themselves impacted by the economy, have remained some of City Harvest’s strongest supporters. We created *Great Food, Good Hearts* to acknowledge some of the most generous New Yorkers we know,” said Jilly Stephens, executive director at City Harvest. “We hope that New Yorkers will help City Harvest thank our friends in the restaurant community by dining out at the restaurants listed in our guide. Thanks to a new texting feature, it’s even easier to find a meal with heart,” she added.

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 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.