

CITY HARVEST
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FOR IMMEDIATE RELEASE

CITY HARVEST OFFERS TIPS TO HELP FEED THE HUNGRY THIS HOLIDAY SEASON

New York, NY- December 16, 2009 - City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women, and children, has released advice to help donors ensure their gift can have the greatest impact at a time when more New Yorkers are having trouble putting food on the table. The number of visits to City Harvest's network of emergency feeding programs increased by 15 percent in the third quarter of 2009 compared to the prior year. As a result, City Harvest will deliver more than 8 million pounds of food over the holidays, more than one million pounds above last year's goal.

"It's critical that hunger remain top of mind at a time when so many of our neighbors are having to turn to emergency food," said Jilly Stephens, City Harvest's executive director. "We hope New Yorkers will give in whatever way they feel comfortable – whether that's by donating money, food, or time during this busy season."

Stephens advises that this is the time of year when City Harvest needs the most support. In fact, traditionally, over 40% of what City Harvest raises to help feed hungry New Yorkers is donated between November and January.

"As hunger continues to rise, we need support from all types of funders – from corporations, foundations, and individual donors," Stephens stated. "Many New Yorkers don't realize that 40% of the money we raise comes from individuals who support us. Every donation is directed where it's most needed."

- Giving online will have the most immediate impact. It's easy to make a donation with a credit or debit card on City Harvest's website at cityharvest.org. Your gift will be put to use helping to provide food for individuals and families in need. You can also call 800-77-HARVEST to make a financial donation.
- Run your own food drive or donate to one. Food drives offer a way for every New Yorker to help feed their hungry neighbors, and in the schools in particular, food drives can teach children a powerful lesson in generosity. If you collect

more than 100 pounds in your school, apartment building, business, or place of worship, call City Harvest at 917-351-8700 to pick up the food. Individuals can donate nonperishable food at any police station or firehouse in the five boroughs. City Harvest's partner agencies especially need canned fruits and vegetables; peanut butter in plastic jars; beans, meat and other proteins; and hot and cold cereal.

- Run a “virtual” food drive. City Harvest can set up a personalized webpage where you can invite your friends and family to donate funds. Every dollar donated helps City Harvest rescue and deliver about four pounds of food! Call 917-351-8700 if you'd like to set up a “virtual” food drive.
- Throw an “unparty.” If you're trimming back on holiday parties or gifts, consider making a donation to City Harvest in lieu of a holiday celebration or in addition to them. City Harvest is happy to come speak to your company about the impact of your donation. Call 917-351-8700 if you'd like to make feeding the hungry part of your observance of the holidays.
- Volunteer with City Harvest by helping to distribute food to hungry New Yorkers at Mobile Markets, helping rescue food after a Greenmarket or food show, or pitching in to help us raise food and funds at the office. City Harvest has numerous volunteer opportunities throughout the year at varying times of day. Orientations for volunteers are offered on a monthly basis. More information about volunteering is available at cityharvest.org.

City Harvest reminds all donors to check out organizations with the BBB Wise Giving Alliance at search.newyork.bbb.org (in New York) to make sure they uphold Better Business Bureau standards. Look for financially strong charities at charitynavigator.org using Charity Navigator's free charity ratings. City Harvest's food rescue model has been recognized with a 4-star rating on Charity Navigator and is one of only 25 human service charities in New York City that currently meet all requirements to be considered an exceptional charity. City Harvest is also an accredited charity of the Better Business Bureau.

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.