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FOR IMMEDIATE RELEASE

CITY HARVEST REDESIGNS ITS WEBSITE

New York, NY-October 22, 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 redesigned their website, www.cityharvest.org. The new site now has a rotating features section on the homepage where City Harvest highlights the latest events, promotions, and stories. Current featured stories include "At the Chef's Table," a section offering Q&As with various City Harvest Food Council members including Eric Ripert, a world-renowned chef and Chair of City Harvest's Food Council; master wedding cake designer Ron Ben-Israel; Food Network TV star Alex Guarnaschelli; Danny Meyer, CEO of Union Square Hospitality Group; and David Chang, chef/owner of Momofuku Noodle Bar, Momofuku Ko, and Momofuku Ssäm Bar, among others: <http://www.cityharvest.org/restaurant-partners/at-the-chefs-table/>. Other current rotating features include *Great Food, Good Hearts*, a guide listing restaurants that support City Harvest; and animated "viral" videos created pro bono by top animators from around the country to help raise awareness about the organization's work rescuing food.

"We are very proud of our new site, created with the latest technologies and featuring the most up-to-date content" said Jilly Stephens, executive director at City Harvest. "We believe that this new site will draw more attention to our work, as we will not only be featuring City Harvest news and reports, but also important updates on issues surrounding hunger in New York City. The website will be a great resource for anyone desiring a full picture of hunger in NYC and City Harvest's efforts to address the problem."

The new site, designed by mNovak Design, uses a widely-used, highly flexible content management system (CMS) to edit pages, which will offer City Harvest greater ease in providing the most up-to-date news and information to site visitors. City Harvest's old site received 10,000 page views per month.

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.