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City Harvest Releases Innovative Dining Guide App

New York, NY- October 11, 2011 - Give back with the press of a button by using **City Harvest's** mobile-friendly restaurant guide, **Great Food, Good Hearts**, available for free download starting **October 18th** at www.cityharvest.org. The digital compilation will feature more than 275 restaurants, bakeries, and cafes that support City Harvest, as well as play a key role in raising funds and awareness for the organization.

Compatible with the iPhone and Android, the guide lets diners be socially conscious at their convenience. Eateries that support City Harvest are searchable via name and cuisine type, and the application is able to identify locations close by using phones' navigation systems. Those planning ahead can even use Great Food, Good Hearts to link to **OpenTable** to make restaurant reservations.

The new app was developed through a partnership with **LetGive**, the company whose technology embeds charitable giving across a broad range of online and mobile content. LetGive is the force behind Snooze, the alarm clock app that pledges a quarter to the charity of your choice every time you hit the snooze button.

The City Harvest app makes it possible for those who register to give a "tip" to City Harvest through LetGive when they make a reservation at a restaurant listed in Great Food, Good Hearts. It also has a convenient function that allows users to donate any time.

City Harvest has published Great Food, Good Hearts as a print guide for more than ten years. Users were able to use text messaging to locate restaurants starting in 2009, but this is the first year for a Great Food, Good Hearts mobile app. The app goes live on the same day as Bid Against Hunger, City Harvest's walk-around tasting and auction event featuring more than 70 of New York's top restaurants, held at Metropolitan Pavilion.

"Great Food, Good Hearts celebrates the contributions of so many chefs and restaurants in the fight against hunger, and we're pleased that our guide is now even easier to use," said Jilly Stephens, City Harvest's executive director. "Using the new app as a resource when you dine out is another way to help City Harvest."

"The Great Food, Good Hearts mobile application demonstrates the power of LetGive's technology, providing developers with the platform to pair relevant content with giving to great nonprofits," said Josh Abdulla, LetGive's CEO. "We are thrilled to partner with City Harvest in developing this innovative application."

Now serving New York City for more than 25 years, City Harvest 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 30 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 300,000 hungry New Yorkers find their next meal.