

CITY HARVEST
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FOR IMMEDIATE RELEASE

FANCY FOOD SHOW ANNOUNCES MAJOR DONATION TO CITY HARVEST

New York, NY – June 27, 2010 – The 56th Summer Fancy Food Show plans to donate more than 150,000 pounds of specialty foods and beverages to City Harvest, the world’s first and New York City’s only food rescue organization, at the end of the three-day trade event June 29th.

This is the 21st year that Fancy Food Show exhibitors at the Jacob K. Javits Convention Center are giving back to New York City through the efforts of the National Association for the Specialty Food Trade Inc., the show’s organizer, and City Harvest. In 2009, exhibitors provided enough specialty cheese, meat, produce, chocolate, beverages and other items to fill five tractor trailers.

“Our exhibitors have a long tradition of giving back,” says Ann Daw, NASFT’s president. “And City Harvest has developed a remarkable system for getting this special food to people who really need and can appreciate it.”

The food rescue is an event in itself. On June 29th at 4 p.m., as the last buyers leave the show floor, more than 250 City Harvest volunteers, including American Express, Barclays Capital, and Credit Suisse, will get to work. They will navigate the aisles to pick up the specialty food left over from the show’s 2,400 exhibitors from the U.S. and abroad.

City Harvest will deliver this food to many of the 600 community programs it serves, which together feed over 260,000 New Yorkers each week. The Fancy Food Show donation is the organization’s largest collection of perishable food from a special event. “Each year the Fancy Food Show makes it possible for City Harvest to supply an incredible bounty of food to our partner agencies,” says Jilly Stephens, executive director. “We are grateful for the generosity of the NASFT and show vendors and to our volunteers whose hard work really drives the food rescue.”

The NASFT is a not-for-profit trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. Today there are more than 2,900 members in the U.S. and abroad. For further information on the NASFT and its Fancy Food Shows, go to www.specialtyfood.com.

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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 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.