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**FOR IMMEDIATE RELEASE**

**CITY HARVEST TEAMS UP WITH THE FASHION INDUSTRY FOR “FASHION FEEDS NEW YORK” THIS SEPTEMBER**

**New York, NY- August 12, 2011** – This September, the fashion industry’s creativity and energy will be on display on and off the runway as designers, fashion boutiques, and tastemakers partner with City Harvest to produce Fashion Feeds New York, a month-long effort to raise funds to end hunger in New York City. The initiative is timed to coincide with Hunger Action Month, the national campaign calling on individuals and communities to get involved in the fight against hunger.

A series of exciting events and promotions are planned for public and private audiences in New York City which benefit City Harvest, the world’s first and the city’s only food rescue organization, dedicated to feeding hungry men, women, and children in the five boroughs for close to 30 years.

Fashion Feeds New York is designed to inspire the philanthropist in us all. From clothing and jewelry trunk shows to in-store promotions, Fashion Feeds New York celebrates New York’s energy, economy, and design talent and provides a showcase for industry members to make a difference in their communities. DKNY and other boutiques are holding month-long promotions or in-store events, and starting September 8<sup>th</sup>, visitors to an online CharityBuzz auction can bid on items from Ferragamo, Miu Miu, Oscar de la Renta, and more. Additional supporters include Christian Dior, Ippolita, and Philanthropy Is Beautiful.

Companies are also being asked to transform popular “jeans days” to Fashion Feeds New York Day, encouraging employees to wear their favorite pair of jeans in return for a donation to City

Harvest. Each dollar donated allows City Harvest to rescue and deliver close to four pounds of food.

“City Harvest’s free deliveries of food are a safety net for our neighbors that are uncertain of their next meal,” said Jilly Stephens, executive director of City Harvest. “We are inspired by how readily New York’s fashion industry has stepped up to help meet the needs of the most vulnerable in our city.”

"City Harvest feeds the city that feeds our inspiration and we have been a proud supporter of the organization for over five years," said Patti Cohen, EVP Global Marketing & Communications, Donna Karan International.

For full details on public events as well as the online auction, please visit [www.cityharvest.org/fashion](http://www.cityharvest.org/fashion) this September.

### **About City Harvest**

Now serving New York City for more than 25 years, City Harvest ([www.CityHarvest.org](http://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 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 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.

City Harvest also addresses issues that surround hunger in New York City by supporting affordable access to nutritious food in low-income communities, educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of fresh produce into high-need areas, and enhancing the ability of agency partners to feed hungry men, women, and children.

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