

CITY HARVEST
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FOR IMMEDIATE RELEASE

CITY HARVEST INVITES ALL NEW YORKERS TO HELP FEED OTHERS THIS HOLIDAY SEASON

New York, NY- October 27, 2011 – The holidays are a reminder of the importance of helping others, especially those New Yorkers who cannot always be sure of a next meal. City Harvest, the world's first food rescue organization, has lined up several easy ways for individuals to help put food on the table for our hungry neighbors, just in time for the holiday season.

- Daily News “Readers Care to Feed the Hungry” Food Drive: November 14, 2011 – January 6, 2012: Join your fellow New Yorkers in contributing to the city’s biggest yearly food drive—and get your coworkers, friends, and family involved too! Drop off nonperishable food items at any police precinct or fire station, or call City Harvest at 917-351-8700 if you collect more than 100 pounds and we’ll come pick up the food. www.cityharvest.org/dnrc
- Greenmarket Buy-a-Bag: November 19, 2011 and December 21, 2011 (Union Square, Broadway at E. 17th St)*: As you do your holiday shopping at the Union Square Greenmarket, consider buying an extra bag of produce and giving it to the hungry. City Harvest volunteers will be onsite to collect your food donations.
*Greenmarket Buy-a-Bag also takes place on other dates and Greenmarket locations in November and December – visit www.cityharvest.org/other-ways-to-help for more information.
- D’Agostino Supermarkets Holiday Buy-a-Bundle: November 14, 2011 – November 28, 2011 and December 12, 2011 – December 26, 2011: Purchase a prepackaged “Buy-a-Bundle” of the most needed nonperishable holiday food items for City Harvest to deliver to food programs. www.dagnyc.com/StoreLocator.aspx
- Gingerbread House Competition: December 1, 2011 – January 2012 (Le Parker Meridien Atrium, 119 W. 56th Street): Visit hotel Le Parker Meridien and view dazzling gingerbread houses crafted by master chefs and bakers. Vote for the best creation with a \$1 donation to City Harvest. www.parkermeridien.com

- Canstruction: November 10 – November 21, 2011 (Winter Garden, Battery Park, 220 Vesey Street): Walk among astonishing sculptures created by architecture and design firms with full cans of food. City Harvest distributes all the food to programs that feed the hungry following the exhibit. Nonperishable food donations are welcomed from visitors.
www.canstruction.org
- Send Season's Greetings: Show loved ones you care with a holiday card made by City Harvest. Choose from two designs with customization available for an additional fee. Proceeds from each purchase help City Harvest feed hungry New Yorkers over the holidays and all year long.
www.cityharvest.org/holidaycards

“We are now facing record demand for emergency food at the programs where City Harvest makes deliveries,” said Jilly Stephens, City Harvest’s executive director. “Support from the public will be critical for City Harvest in ensuring families have somewhere to turn for help over the holidays.”

About City Harvest

Now serving New York City for more than 25 years, City Harvest (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 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.

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.