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FOR IMMEDIATE RELEASE

CITY HARVEST GEARS UP FOR SKIP LUNCH FIGHT HUNGER ON MAY 12, 2010

New York, NY- April 12, 2010- City Harvest, the world's first food rescue organization dedicated to feeding New York City's hungry men, women and children, is gearing up for their annual fundraising program, **Skip Lunch Fight Hunger** on May 12, 2010. Skip Lunch Fight Hunger is a citywide initiative that invites individuals to donate their lunch money to help City Harvest feed hungry kids and their families. Every summer, thousands of New York City children who depend on school lunch the rest of the year may face hunger. A donation of \$10 can help feed seven children for a week, \$20 can help feed three children for a month, and \$50 can help feed two children for the entire summer.

Skip Lunch Fight Hunger 2010 will be a success thanks to support from Citibank, Target, UnitedHealthcare, Whole Foods Market, McKinsey and Company, NBC4, Telemundo47, *Metro*, and 106.7 Lite FM. On May 12th, the Empire State Building will be lit green in honor of the campaign.

Skip Lunch Fight Hunger was conceived in 2002 by City Harvest board member Dana Cowin, editor in chief of *Food & Wine* magazine. Each year since then, thousands of New Yorkers have

donated what they would otherwise spend on lunch to City Harvest. Last year, the program raised over \$400,000 and helped feed over 22,000 kids for the summer.

How the campaign works: Individuals sign up to be team captains for their company, organization, school, or house of worship, or start a friend and family team to champion the cause by recruiting team members and fundraising for the campaign. Teams can register online at www.skiplunch.org. City Harvest sends team captains brown paper donation lunch bags, posters, and facts about childhood hunger to help publicize the event. On May 12th, team captains distribute the bags to their colleagues, and collect and deposit donations. Teams may also fundraise online at www.skiplunch.org and invite friends, family, and colleagues to help in the fight against hunger either as donors or as team members themselves.

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 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.

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 agency partners to feed hungry men, women, and children, and supporting affordable access to nutritious food in low-income communities.