

CITY HARVEST
575 EIGHTH AVENUE, 4TH FLOOR
NEW YORK, NY
WWW.CITYHARVEST.ORG

RUBENSTEIN PUBLIC RELATIONS
CONTACT: JOHN MCCOOK TEL: (212) 843-8365
EMAIL: JMCCOOK@RUBENSTEINPR.COM

FOR IMMEDIATE RELEASE

This Valentine's Day, Give Your Heart to City Harvest

Red Velvet Whoopie Pies from Tribeca Treats Benefit City Harvest until February 15th

New York, NY – Tribeca Treats, a specialty bakery in downtown Manhattan satisfying the sweet tooth of the most discerning clients since 2007, has created a dessert with heart this Valentine's Day. In honor of City Harvest's beloved heart-shaped logo and in the spirit of the holiday, founder and head confectioner Rachel Thebault has created special *red velvet whoopie pies*—mini red velvet cakes shaped like Valentine's Day



hearts sandwiched with marshmallow filling, available for a limited time. Each whoopie pie is \$2.00, with 50% of all sales going directly to City Harvest, the world's first food rescue organization, dedicated to feeding hungry men, women, and children in the five boroughs of NYC.

Before opening Tribeca Treats in 2007, Rachel honed her business skills as an investment banker. Her foray into the culinary world began as a hobby—a love of cooking for and entertaining friends. As founder of Tribeca Treats, she has specialized in offering a wide variety of chocolates, cookies, and cakes by custom-order and through her retail bakery shop located in the heart of Tribeca. In 2010 she published her first cookbook, *Sweet Chic: Stylish Treats to Dress Up for Any Occasion*. This year, Rachel

has created a festive treat sure to please couples and singles alike! For every red velvet whoopie pie sold, City Harvest will be able to rescue and deliver four pounds of food where it's most needed.

Red velvet whoopie pies can be purchased February 4th through February 15th at the Tribeca Treats location—94 Reade Street—as well as online at tribecatreats.com.

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 28 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 conditions that surround hunger in New York City 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.