

CITY HARVEST  
575 Eighth Avenue, 4<sup>TH</sup> Floor  
New York, NY  
www.cityharvest.org

Rubenstein Public Relations  
Contact: John McCook Tel: (212) 843-8365  
E-mail: jmccook@rubensteinpr.com

---

**FOR IMMEDIATE RELEASE**

**CELEBRATE SPRING BY RUNNING A ‘FEED THE KIDS’ FOOD DRIVE  
FOR CITY HARVEST**

**New Yorkers Asked to Collect Nonperishable Food Donations Especially For Kids,  
Starting Mother’s Day**

**New York, NY- May 5, 2011-** City Harvest, the world’s first food rescue organization, dedicated to feeding the city’s hungry men, women, and children, kicks off its annual Feed the Kids food drive on Mother’s Day. Now in its twelfth year, Feed the Kids brings together companies, organizations, and individuals throughout the city to collect kid-friendly, nonperishable food between Mother’s Day and Father’s Day (May 8<sup>th</sup> – June 19<sup>th</sup>). City Harvest began Feed the Kids to help stock shelves at community programs feeding children and their families during the summer months when children have reduced access to food at school. All food collected will immediately be delivered to one of 600 partner community food programs served by City Harvest.

City Harvest thanks the New York City Police Department and the Fire Department, City of New York for serving as collection sites for the duration of Feed the Kids, and the NYC Department of Education for inviting public school students to bring nonperishable food to school for “Kids for Kids Week” from May 16<sup>th</sup> – May 20<sup>th</sup>. Feed the Kids will be a success thanks to underwriting from the CME Group Community Foundation and food sponsors Beech-Nut Nutrition Corporation, Cabot Creamery Cooperative, D’Agostino Supermarkets, and Restaurant Depot Cash & Carry, as well as media sponsor ABC 7. D’Agostino Supermarket customers are invited to “Buy a Bundle” of kid-friendly food between May 8<sup>th</sup> and 21<sup>st</sup> and June 5<sup>th</sup> and 19<sup>th</sup>.

City Harvest makes running a food drive easy. Here are some tips:

- Pick a time to run your drive that works for your schedule. Feed the Kids runs from Mother's Day to Father's Day, May 8<sup>th</sup> – June 19<sup>th</sup>. You can collect food for a week, two weeks, or the entire period.
- Publicize the drive by downloading posters or flyers at [www.cityharvest.org/feed-the-kids](http://www.cityharvest.org/feed-the-kids)
- Set up your collection site in a prominent but secure area.
- Food can also be dropped off at your local firehouse or police station. If you collect more than 100 pounds of food (100 cans), City Harvest will pick up your donation. Please call 917.351.8746 for pick up.
- Visit our website at [www.cityharvest.org](http://www.cityharvest.org) for more information about hunger in New York City!

The most needed foods are: canned fruit, canned vegetables, peanut butter (plastic jars), mac and cheese (packaged), and hot and cold cereal (packaged, family-sized). If you have questions or to schedule a pick-up, please call or e-mail Gail Cammock at 917.351.8746 or [gcammock@cityharvest.org](mailto:gcammock@cityharvest.org).

### **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 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 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.

###