

CITY HARVEST
575 Eighth Avenue, 4TH 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

**KIDFRESH FILLS TRUCK WITH 12,000 MEALS FOR CITY HARVEST'S
FEED THE KIDS FOOD DRIVE**

New York, NY- May 20, 2011- City Harvest, the world's first food rescue organization, dedicated to feeding New York's hungry men, women, and children, received a generous donation of healthy, frozen, all-natural kids' meals yesterday from Kidfresh. Based in New York City, Kidfresh filled an entire tractor trailer with their healthy, all-natural, vegetable-rich frozen foods, totaling 12,216 meals donated to City Harvest.

The donation was made as part of City Harvest's annual Feed the Kids food drive. Each year, Feed the Kids brings together companies, organizations, and individuals throughout the city to collect kid-friendly, nonperishable food for City Harvest between Mother's Day and Father's Day (this year between May 8th and June 19th). Though frozen, the Kidfresh donation will also help feed hungry kids.

"With more than 17 million children living in households struggling to put enough food on the table and 1 in 6 young children living on the brink of hunger in 26 states⁽¹⁾, now is the time to make an impact. We are thrilled at the chance to be able to donate such a large amount especially for children who don't always know where their next meal will come from," said Matt Cohen, CEO and founder of Kidfresh.

On Thursday morning, a City Harvest truck met the truck filled with frozen Kidfresh meals to transfer the donation. Approximately 30 agencies with freezer capacity will receive the meals. The meals donated to City Harvest were Totally Twisted Pasta & Meatballs, a pasta dish

complete with meatballs and tomato sauce hiding a half cup of vegetables, and Wagon Wheels Mac + Cheese, a macaroni and cheese meal blended with mashed carrots in a creamy cheese sauce.

“The kids’ meals we got were well received. People were pleased to have something different in their pantry bags and told us they thought the meals would be convenient and healthy for their kids,” said Liz Jacks of Educational Alliance, one of the agencies receiving the food.

“As we approach the summer months, the access children have to meals at school is reduced,” said Jilly Stephens, City Harvest’s executive director. “City Harvest began Feed the Kids to stock shelves at some of the food programs that often help fill in that gap. We are fortunate to be able to make this kind of wonderful delivery to them.”

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 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.

About Kidfresh

Kidfresh is the pioneer of natural, wholesome food that kids love to eat. Started by parents for parents, with the help of top pediatric nutritionists and chefs, Kidfresh embodies the concept of healthy nutrition for children and innovates by proposing all-time kid favorites with a new twist, like mac and cheese with hidden veggies. Kidfresh frozen meals packed with goodness are now available in the frozen aisle at supermarkets in the Northeast and South in the US and will be coming soon to supermarkets nationwide. To learn more and find a location near you, visit www.kidfresh.com.

(1) Source: USDA-ERS Report 2008