

CITY HARVEST  
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FOR IMMEDIATE RELEASE

**CITY HARVEST PICKS UP OVER 129,000 POUNDS OF FOOD DONATED BY  
ROBIN HOOD FROM THE “CONCERT 4 NYC”**

*Food Will Help Feed Hungry Families in the Five Boroughs*

**New York, NY- June 13, 2011** – On Friday, Robin Hood donated food from The Black Eyed Peas “Concert 4 NYC” to City Harvest, the world’s first food rescue program dedicated to feeding hungry men, women, and children in New York City. The concert was cancelled due to weather. City Harvest dispatched four 24-foot trucks to pick up water and other beverages at Central Park, with four 24-foot trucks and City Harvest’s 14-foot Robin Hood truck making additional pick-up of assorted snacks and beverages at Union Square Events. City Harvest will deliver the food to community programs feeding the hungry throughout the five boroughs, ensuring it reaches New Yorkers in need.

“We’re grateful that Robin Hood made the call to City Harvest, and that we were able to quickly get our trucks to the scene to ensure the food wasn’t wasted,” said Jilly Stephens, City Harvest’s executive director. “It’s important to be able to turn around this kind of donation at a time when the programs where we deliver food continue to see heightened demand.”

David Saltzman, executive director of Robin Hood said, “While we are disappointed that last night’s concert was unable to proceed due to dangerous weather conditions, we’re so grateful to have a partner like City Harvest to illustrate the silver lining in last night’s clouds. The concert was to be a celebration of New Yorker’s coming together to help their neighbors. This is a great

example of just that. We're pleased that so much good will come from last night's unfortunate cancellation."

### **About Robin Hood**

For more than 20 years, Robin Hood has fought poverty in New York City. They find, fund and partner with programs that have proven they are an effective remedy to poverty and are a consistent force for good in the lives of New Yorkers in need. Robin Hood employs a rigorous system of metrics and third-party evaluation to ensure grantee accountability. The board pays all administrative and fundraising costs, so 100 percent of donations goes directly to helping New Yorkers in need build better lives. They work closely with grantees to make them more effective, enabling them to assist even more people. In 2010, Robin Hood invested over \$132 million in 200 programs and schools, directly touching the lives of over 650,000 New Yorkers.

### **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.