



FROM: CITY HARVEST
575 Eighth Avenue, 4th Floor
New York, NY 10018

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

FOR IMMEDIATE RELEASE

CITY HARVEST AND WHOLE FOODS MARKET CHALLENGE 150 NEW TEAMS TO JOIN SKIP LUNCH FIGHT HUNGER

Whole Foods Market Caters Lunch for One Lucky Team that Registers by May 6th

New York, NY- April 25, 2011- 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 11, 2011. Skip Lunch Fight Hunger is a citywide initiative that invites individuals to donate their lunch money to help City Harvest provide food for hungry kids and their families over the summer. City Harvest depends on team captains to recruit team members and fundraise in the weeks leading up to May 11th. This year, Whole Foods Market is helping City Harvest recruit teams by treating one new team to lunch. Individuals can register at www.skiplunch.org to be team captains for their company, organization, school, or house of worship and encourage friends and co-workers to donate. **New teams that sign up and raise at least \$500 by May 6th** will be entered to win a special Skip Lunch Fight Hunger delivery of sandwiches, wraps, and salads from Whole Foods Market. As of April 25th, 170 teams have signed on to participate. To meet its goal of 300 teams, City Harvest will have to nearly double its teams in the next two weeks.

Citibank, UnitedHealthcare, Macy's, BlackRock, Whole Foods Market, NBC4, Telemundo47, Metro, 106.7 Lite FM, and Empire State Building have joined forces to sponsor this year's Skip

Lunch Fight Hunger. Skip Lunch Fight Hunger was conceived in 2002 by City Harvest board member Dana Cowin, editor in chief of *Food & Wine* magazine. In the last nine years, thousands of New Yorkers have donated what they would otherwise spend on lunch to City Harvest. The campaign is based on the idea that a small donation makes a big difference in feeding hungry New Yorkers. Last year, Skip Lunch Fight Hunger teams raised over \$535,000 in a single day, enough to help feed over 25,000 children and their families for the entire summer.

“It’s important to make a big push for teams this year, with emergency feeding programs continuing to feed record numbers of people, including children and families,” says Jilly Stephens, executive director of City Harvest. “Skip Lunch Fight Hunger shows us that a little generosity goes a long way. A donation of just \$10 to City Harvest can help feed 43 hungry children.”

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.