



News Release

FOR IMMEDIATE RELEASE:

Media Contact: **Rick Anderson** **Connie Martin/Apple Bank**
 (718) 986-1596 (212) 224-6455
 randernyc@gmail.com cmartin@apple-bank.com

APPLE BANK EXTENDS BRANCH-WIDE WELCOME TO CITY HARVEST'S ANNUAL "FEED OUR KIDS" FOOD DRIVE

52 Apple Branches throughout the Five Boroughs Will Serve as Food Collection Centers for the 2017 Food Drive

NEW YORK, NY – APRIL 20, 2017 – Apple Bank for Savings announced today that it will be participating for the third straight year as a Community Partner in the City Harvest annual "*Feed Our Kids*" food drive, which runs from Mother's Day on May 14 to Father's Day on June 18, 2017. 52 Apple Bank branches in Manhattan, the Bronx, Brooklyn, Queens and Staten Island will be accepting donations of kid-friendly, non-perishable food items that will provide much needed sustenance for New York City's children over the summer. Visit www.applebank.com to find the New York City branch location nearest you.

In 2016, City Harvest's *Feed Our Kids* food drive collected 250,000 pounds of food, which was enough to feed thousands of New York City families for an entire summer. City Harvest's *Feed Our Kids* food drive was first launched in 2000, and includes hundreds of collection points across all five boroughs of New York City.

Ruth Kraus, City Harvest's Assistant Manager of Food Sourcing, said, "Nearly 420,000 children in New York City don't always know when they will get their next meal. The *Feed Our Kids* food drive helps our network of soup kitchens and food pantries meet the increased demand for food over the summer months when access to school meals becomes limited. We appreciate Apple Bank's support, which helps ensure that children and their families have enough food this summer."

James Matera, Executive Vice President and Head of Apple's Consumer Banking Division, said, "Once again, Apple Bank is pleased to participate as a community partner in this very worthwhile program sponsored by City Harvest. The *Feed Our Kids* food drive provides needed food and nutrition to many families throughout New York City and enables our employees to be part of that special bond that brings New Yorkers together to support this great cause."

About Apple Bank

Apple Bank, established in 1863, provides consumer and small business banking services in greater New York through its branch network and online banking platform and is an active lender in the commercial real estate and corporate banking sectors. Apple is the second-largest state chartered savings bank in New York State, with \$13 billion in assets and 79 branches located in the five boroughs of New York City, Long Island, Westchester and Rockland. Visit us at www.applebank.com

About City Harvest

City Harvest pioneered food rescue in 1982 and, this year, will collect 55 million pounds of excess food to help feed the nearly 1.4 million New Yorkers struggling to put meals on their tables. Through relationships with farms, restaurants, grocers, and manufacturers, City Harvest collects nutritious food that would otherwise go to waste and delivers it free of charge to 500 soup kitchens, food pantries and other community food programs across the five boroughs. City Harvest takes a long-term approach to hunger relief through its *Healthy Neighborhoods* initiative. In communities with elevated rates of food insecurity, poverty and diet-related illnesses, City Harvest has developed programs and partnerships to increase the availability of affordable, fresh produce and inspire healthy, budget-conscious meal choices through nutrition education. To learn more about food rescue, hunger relief and *Healthy Neighborhoods* in New York City, visit cityharvest.org.

###