



News Release

FOR IMMEDIATE RELEASE:

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APPLE BANK OPENS ITS DOORS TO CITY HARVEST'S ANNUAL "FEED OUR KIDS" FOOD DRIVE

All 51 Apple Branches throughout the Five Boroughs Will Serve as Food Collection Centers for the 2015 Food Drive

NEW YORK, NY – APRIL 23, 2015 – Apple Bank for Savings announced today that it will again be participating as a Community Partner in the City Harvest annual "*Feed Our Kids*" food drive, which runs from Mother's Day on May 10 to Father's Day on June 21. All 51 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.

Last year'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 has grown to include more than 700 collections points throughout New York City.

Jeanne Traugot, Senior Manager of Food Sourcing for City Harvest, said, "Nearly one in four children in New York City faces hunger, and 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 of Apple's Consumer Banking Division, said, "Apple Bank is proud to be a community

partner of this wonderful program sponsored by City Harvest that provides such needed food and nutrition to so many families throughout New York City. The *Feed Our Kids* food drive is truly a community-driven effort that allows us to open our doors to many neighborhood residents who wish to participate, along with our employees. It's a win-win for everyone involved."

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 service. Apple is the second-largest state chartered savings bank in New York State, with close to \$12 billion in assets and 76 branches located in the five boroughs of New York City, Long Island and Westchester. Visit us at www.applebank.com

About City Harvest

Founded in 1982 as the world's first food rescue organization, City Harvest (cityharvest.org) is dedicated to helping feed the nearly 1.4 million New Yorkers facing hunger. City Harvest will collect 50 million pounds of excess food from restaurants, grocers, bakeries, manufacturers, and farms, and deliver it free of charge to more than 500 community food programs across the city this year. In addition to helping meet the immediate need for food, City Harvest takes a long-term approach to fighting hunger by partnering with residents, local organizations and businesses through *Healthy Neighborhoods* programs which increase the availability of affordable fruits and vegetables in low-income communities and provide the nutrition education and resources to maintain a wholesome, food-secure diet.

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