



What is Skip Lunch Fight Hunger?

- Skip Lunch Fight Hunger is a citywide initiative that asks individuals to donate their lunch money to City Harvest. This year's Skip Lunch Fight Hunger takes place on **Wednesday, May 6, 2009**.
- In 2008, over 15,000 New Yorkers from hundreds of corporate offices, friend & family teams, and individuals participated in the campaign, raising over \$500,000 in a single day to help feed over 30,000 children and their families for the entire summer.
- Skip Lunch Fight Hunger was conceived in 2002 by City Harvest board member Dana Cowin, editor in chief of *Food & Wine* magazine.

How does Skip Lunch Fight Hunger work?

- Individuals sign up to be team captains for their company, organization, school, house of worship, or start a friend & family team to champion the cause by recruiting team members and fundraising for the campaign.
- Leading up to May 6, 2009, City Harvest and **HBO** will be hosting team captain networking nights. Team captain nights are **March 26 & April 7** – mark your calendars!
- Fundraising is more fun and even easier this year. Just register your team at www.skiplunch.org and start inviting your friends, family, and colleagues to help in the fight against hunger – either as donors to your goal or as team members to fundraise with you. You can personalize your page, add photos, and even send emails right from www.skiplunch.org.

What are some additional incentives?

- The ten companies or teams that raise the most money will have the opportunity to have their name or logo on a City Harvest Skip Lunch Fight Hunger truck for one full year.
- The 25 companies that raise the most money will be listed in a full-page *Metro New York* advertisement.
- Last year's Skip Lunch Fight Hunger campaign received press coverage on WNBC's *Today in New York*, FOX-TV 5 News, RNN, as well other publications and websites.

How do I sign up?

- Log onto www.skiplunch.org to register your team, create your personal pages, set your fundraising goals, make donations, and to start fundraising now!