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4,000 NEW YORK CITY FAMILIES RECEIVE HELP FROM FEED THE CHILDREN

U.S. Congressman Rangel and State Senator Addabbo Identify Recipients and Provide Volunteer Support

NEW YORK (Oct. 12, 2010) – Feed The Children will bring 10 semi tractor-trailers full of food, essentials and Avon products to New York City on Tuesday, Oct. 19. The distributions will take place at the following locations:

- **369th Armory (2366 5th Ave. in Harlem) at 9:30 a.m. to help 2,800 families (7 trucks)**
- **George Seuffert Sr. Band Shell (Forest Park Dr. and Woodhaven Blvd. in Queens) at 1 p.m. to help 1,200 families (3 trucks)**

The distribution is the latest stop on Feed The Children's Americans Feeding Americans Caravan, which has helped more than 155,000 families across the country in cities that have been affected by the nation's economic downturn. Feed The Children plans to help at least 200,000 families with the caravan by the end of 2010.

U.S. Congressman Charles Rangel, working with United Missionary Baptist Association, and State Senator Addabbo, working with Ridgewood Older Adult Center and Services, and Elohim Community Development Center have identified the recipient families. **Congressman Rangel will be in attendance at the 9:30 a.m. distribution in Harlem. State Senator Addabbo will also be in attendance at the Queens distribution.** Each family will receive a 25-pound box of food, a 10-pound box of personal care items and a box of Avon products. The items are designed to help a family for up to one week.

Avon, a valued partner of the Americans Feeding Americans Caravan, has provided more than 250,000 boxes of Avon products to families in need across the United States since the caravan began in 2009. The boxes help to provide hope, self-esteem and self-confidence to empower women to build strong futures for their children and families.

The number of children in the state of New York living in poverty could fill Madison Square Garden 44 times. The event is the second New York City stop on the caravan since it began in 2009.

"Many of the recipients on our Americans Feeding Americans Caravan were considered middle class before the economic downturn and are now struggling," said Tony Sellars, spokesperson for Feed The Children. "We appreciate Avon, the local elected officials, our partner agencies and the volunteers for helping to make yet another Americans Feeding Americans distribution possible for families in need of a hand up."

To see the impact of Feed The Children's Americans Feeding Americans Caravan in your area visit www.AmericansFeedingAmericans.org .

About Feed The Children

Founded in 1979, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. In FY 2009, Feed The Children distributed more than 111 million pounds of food and other essentials to children and their families in all 50 states and internationally. Since its founding, the organization has reached out to help those in need in 119 countries around the globe. For more information, please visit www.feedthechildren.org .