

FOR IMMEDIATE RELEASE

**Contact:**  
**Luciana Montuoro**  
**LI McDonald's Operators Assoc.**  
**631-827-3516**



## **LONG ISLAND MC DONALD'S® JOINS ISLAND HARVEST IN THE FIGHT AGAINST HUNGER ON LONG ISLAND**

**— Ronald McDonald® and local scout troops join LI McDonald's in helping local families  
this holiday season —**

**Plainview, NY — November 2, 2011** —Big Macs® and fries are not the only food that will be found at the Plainview McDonald's on Saturday, November 5, 2011. Ronald McDonald along with Girl Scouts from across Nassau County and Donna Rivera Downey, Nassau County Girl Scouts Marketing Director, and Cub Master Jeff Raman along with Pack 603 from Bethpage will join Island Harvest and Long Island McDonald's as we start our Annual Holiday Food Drive to benefit [Island Harvest](#), Long Island's largest hunger relief organization.

**A kickoff event will take place on Saturday, November 5, 2011 at 10:30 a.m. at McDonald's, 818 Old Country Road in Plainview.**

All Long Island McDonald's will be accepting non-perishable food items through December 30<sup>th</sup>, 2011 to help local families that are struggling to make ends meet, enjoy a brighter, more nutritious holiday season. Items needed include canned goods, non-perishable food items, powdered milk, baby formula and supermarket gift cards. Product collected will benefit local food pantries, soup kitchens and other feeding programs supplied by Island Harvest.

“While hunger has unfortunately become a year-round issue on Long Island, thanks to the generosity of Long Island McDonald's and their customers, thousands of local families will be able to have enough to eat this holiday season,” said Randi Shubin Dresner, president and CEO of Island Harvest. “The great support we get from our partners like McDonald's is making a big difference in the lives of those Long Islanders who know the effects of hunger first hand.”

“We are happy to partner with Island Harvest in addressing the critical issue of hunger in our communities,” said Luciana Montuoro, Long Island McDonald's Marketing and Public Relations Director. “In these trying economic times where many families are faced with challenges in putting food on the table and paying bills, it is our hope that we are able to help make the holidays a little nicer and more promising.” “The Long Island McDonald's Owner/Operators are proud to once again support a respected organization such as Island Harvest and to work together with them on their mission to provide meals for those in need this Holiday season.” says Michael Anderer, President, Long Island McDonald's Owner and Operators Assoc.

### **About Hunger on Long Island**

Hunger is a state in which people do not get enough food to provide the nutrients for active and healthy lives. It can result from the recurrent and involuntary lack of access to food. Nearly 300,000 Long Islanders — over one-third of them children — face the risk hunger everyday according to Island Harvest and Feeding America, a national hunger relief organization. Approximately 70,000 individuals seek food assistance in Nassau and Suffolk Counties each week through soup kitchens, food pantries and other feeding programs.

### **About Island Harvest**

Fighting hunger and touching lives, Island Harvest serves as the bridge between those who have surplus food and those who need it, supplying over 570 community-based nonprofit organizations on Long Island with critical food support to help stem the advancing tide of hunger in our communities. Island Harvest has delivered more than 71 million pounds of food, supplementing nearly 54 million meals, since its inception in 1992. In support of its mission to end hunger and reduce food waste on Long Island, the organization is actively involved in education, outreach, advocacy, job training and hunger awareness programs. Island Harvest is a member of Feeding America. For more information about Island Harvest, visit [www.islandharvest.org](http://www.islandharvest.org).

### **About McDonald's**

McDonald's is the world's best known brand and is the global leader in food service. Of the 620 McDonald's Restaurants in the New York Tri-State area, 85 restaurants are located throughout Nassau and Suffolk Counties. Visit [LIMcDonalds.com](http://LIMcDonalds.com) for a list of our restaurant locations, and for more information on Long Island McDonald's programs.

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### **Contacts:**

#### **For McDonald's**

Luciana Montuoro  
631-827-3516 (cell)  
[missmacmarketing@aol.com](mailto:missmacmarketing@aol.com)

#### **For Island Harvest**

Don Miller  
Harrison Leifer DiMarco Public Relations  
516-536-2020 or 516-330-1647 (cell)  
[dmiller@hldpr.com](mailto:dmiller@hldpr.com)