



MAKOVSKY + COMPANY
the power of specialized thinking

575 LEXINGTON AVENUE
NEW YORK, NY 10022
212.508.9600 P 212.751.9710 F
WWW.MAKOVSKY.COM

FOR IMMEDIATE RELEASE

CONTACT: Gene Marbach, Makovsky + Company / 212-508-9645 or gmarbach@makovsky.com

MAKOVSKY + COMPANY JOINS CITY HARVEST TO HELP END HUNGER

COMPANY DONATES 700 POUNDS OF IN-NEED ITEMS TO FOOD RESCUE ORGANIZATION

NEW YORK, NY – December 29, 2005 – Makovsky + Company, one of the nation’s largest independent public relations and investor relations firms, today announced that it partnered with City Harvest to deliver more than 800 of the most needed food items to hungry New Yorkers. Through friendly competition among five groups of employees, and the company matching the winning team’s donation, the Makovsky food drive gathered approximately 700 pounds of food for the world’s oldest and New York City’s only food rescue organization.

Ken Makovsky, the firm’s founder and president, said, “Our employees wanted to do something this season with a direct impact on the community in which we live and work. City Harvest has that purpose and is working hard to feed the more than 1 million New Yorkers who will seek food from a soup kitchen or shelter this year. A corporate food drive for this organization in the 25th year of our corporate volunteer program was the most practical way to be involved. Each team is to be commended for its spirit and caring in supporting this charity and helping so many families in need.”

Kristie Kuhl, group vice president of the health practice and organizer of the Makovsky food drive, said, “City Harvest is in most need of foods that will feed a family of four for a day. It was inspirational to see this company pull together to bring in hundreds of pounds of non-perishable items and canned vegetables, fruit and protein that will help the organization meet its mission of ending hunger in communities throughout New York City.”

– more –

About MAKOVSKY + COMPANY

Founded in 1979, Makovsky + Company (www.makovsky.com) is one of the nation's leading independent global public relations and investor relations consultancies. The firm attributes its success to its original vision: that the Power of Specialized Thinking™ is the best way to build reputation, sales and fair valuation for a client. Based in New York City, the firm has agency partners in more than 20 countries and in 35 U.S. cities through IPREX, the third largest worldwide public relations agency partnership, of which Makovsky is a founder.

About CITY HARVEST

Founded in 1981, City Harvest is the world's oldest and New York City's only food rescue organization, dedicated to feeding New York City's hungry men, women and children. This year, City Harvest will collect over 19 million pounds of excess, nutritious food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers and farms. This food is then delivered free of charge to more than 800 community programs throughout New York City using their fleet of 15 trucks and volunteers on foot. Each week, City Harvest helps over 260,000 hungry New Yorkers find their next meal.