



Help From People to People, Inc. 121 West Nyack Road, Nanuet NY 10954 • 845-623-4900 • Fax 845-623-4912  
[www.peopletopeopleinc.org](http://www.peopletopeopleinc.org) [diane@peopletopeopleinc.org](mailto:diane@peopletopeopleinc.org)

## NEWS RELEASE

Contact: Diane Serratore  
Phone: 845-623-4913  
Cell: 845-825-2615  
Home: 845-348-1163  
Email: [diane@peopletopeopleinc.org](mailto:diane@peopletopeopleinc.org)

### People to People Kicks Off Fifth Year of *Plant a Row for the Hungry*

Nanuet, NY, April 25, 2013 -- Since 2009, People to People - Rockland's largest food pantry that feeds nearly 4,000 people every month - has encouraged home gardeners, community gardens and local farms to *Plant a Row for the Hungry*.



- In 2009, 763 pounds of locally grown produce was contributed to People to People for distribution to low- and no-income Rockland families.
- In 2012, nearly 9,000 pounds of fresh produce was contributed to People to People through *Plant a Row for the Hungry*.
- In 2013, People to People hopes to generate more than FIVE TONS of fresh fruits and vegetables (that's 10,000 pounds of fresh produce!).

"*Plant a Row for the Hungry* is a great way for home gardeners and local farms to help provide struggling families with more fresh fruits and vegetables," said Diane Serratore, People to People Executive Director. Last year, People to People's *Plant a Row for the Hungry* effort was supported by the Rockland Farm Alliance, Cropsey Farm, Danny's Backyard Organics, R&G Produce, the Nyack Garden Club and several home gardeners.

-- more --

## People to People/Plant a Row for the Hungry/2

This year, People to People is looking to significantly increase the participation of home gardeners in *Plant a Row for the Hungry*. "We all have friends or family members that like to share their gardens' bounty with us," Serratore said. "When it gets to the point where you can't possibly use another zucchini, know that People to People can get it to families that can."

The People to People Food Pantry is open Monday through Wednesday from 9:30 a.m. to 4:00 p.m., Thursday from 9:30 a.m. to 7:00 p.m. and Friday from 9:30 a.m. to 12:30 p.m. Donations of fresh produce as well as non-perishable food items can be dropped off at People to People during those hours.

*Plant a Row for the Hungry* is a public service program of the Garden Writers Association. Garden writers are asked to encourage their readers or listeners to plant an extra row of produce each year and donate their surplus to organizations such as People to People that feed the hungry in their area. This initiative was originally organized in Rockland by Cornell Cooperative Extension and was adopted by People to People to continue to encourage home gardeners to *Plant A Row For The Hungry*.

For more information, contact Diane Serratore at [diane@peopletopeopleinc.org](mailto:diane@peopletopeopleinc.org) or 845-623-4913.

# # #