

News Release



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AMPLEHARVEST.ORG CAMPAIGN ANNOUNCES IPHONE APP FOR AMPLEHARVEST.ORG

Donors now able to find a local food pantry using their iPhone and iPod Touch.

For Immediate Release

West Milford, NJ – (January 20, 2010) – The AmpleHarvest.org^(SM) Campaign announces the availability of the AmpleHarvest iPhone app, a free download from App Store, that enables anyone wishing to donate excess garden produce or store bought items to a local food pantry, to easily find one.

While 49 million Americans, who according to recent US government statistics are food insecure, usually cannot get fresh produce at a food pantry, many of the 41 million Americans who grow fruit, vegetables and herbs in their gardens find that they grow more produce than they can use, preserve or give to friends. AmpleHarvest.org and the new AmpleHarvest iPhone app address this dilemma.

The AmpleHarvest.org Campaign was created to help gardeners who wanted to share their bounty with the hungry in their community, but could not find a nearby food pantry. This excess food was instead left to rot in the garden, composted or simply thrown away. Since its rollout in May 2009, more than 1,330 food pantries spread across all fifty states have registered on the free site, and more are signing up daily.

According to AmpleHarvest.org founder Gary Oppenheimer, "The original intent of The AmpleHarvest.org Campaign was to enable gardeners across America to easily find a local food pantry eager for their excess garden bounty. However, when some food pantries started using AmpleHarvest.org to also list store bought items they urgently needed, it became clear that they saw value in the site not only to connect them with local gardeners but with the general community at large. The iPhone app helps to make that happen, increasingly making AmpleHarvest.org useful not only to gardeners living in suburban or rural areas but also to people living in urban settings too."

Using the GPS built into the iPhone (or a manually entered location for iPod Touch users), the app displays a Google map marking all of the registered food pantries in the area. Once the user selects the one they are interested in, it then displays detailed pantry data including the contact information, the address, days/times that the pantry can accept donations, as well as any information the food pantry posted about items most urgently needed. It can connect the user with the pantry web site if one exists. The app also provides donors a convenient way to inform AmpleHarvest.org about the items or produce donated, should they wish to.

“Although the number food insecure people in America exceeds the combined populations of Alaska, Arkansas, Connecticut, Delaware, Hawaii, Iowa, Idaho, Kansas, Kentucky, Maine, Missouri, Montana, North Dakota, Nebraska, New Hampshire, New Mexico, Nevada, Oklahoma, Oregon, Rhode Island, South Dakota, Vermont and West Virginia, the food donations from the gardeners and shoppers can go a long way towards diminishing hunger in America.” said Oppenheimer. “Food pantries appreciate all the community help they can get, whether it is a shopper reaching into their back pocket or a gardener reaching into their backyard.”

In addition to helping prospective donors find a nearby food pantry, AmpleHarvest.org site also provides United Way 2-1-1 resource information for individuals who have come to the site seeking food assistance.

The AmpleHarvest iPhone app, available from a link at www.AmpleHarvest.org/iPhone.php or directly from the Apples iPhone App Store, was funded by a special contribution from the “Good People Fund” as well as services donated by “Stoneraven Media”.

AmpleHarvest.org is an outgrowth of Sustainable West Milford, a 503(c)(1) sustainability organization and has received backing and support from the USDA, Google, Inc., National Gardening Association, the Garden Writers of America, Rotary Int’l, VFW, and numerous faith groups. The AmpleHarvest.org Campaign is a grassroots effort to diminish hunger in America by enabling backyard gardeners to easily find a local food pantry eager for their donations. For more information on the campaign, visit www.AmpleHarvest.org/iPhone.php or call AMPLE-6-9880 (267-536-9880).

The Good People Fund (www.goodpeoplefund.org) is a New Jersey based non-profit organization which recognizes and helps support small, grass-roots organizations in their early stages of development.

StoneRaven Media (www.stoneraven.com) is a Colorado based website creation, search optimization and mobile application development firm that provides outsourced Online Marketing services to businesses of all sizes.

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