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**The 2009 Food Network New York City Wine & Food Festival
Presented by *Food & Wine* and *Travel+Leisure* Magazines
Is Pleased to Announce the First
Weight Watchers Presents Fun and Fit in the City
Saturday, October 10, 2009**

***Featuring a Special Appearance by President Bill Clinton and
Panel Discussion with Dr. Mehmet Oz, Rachael Ray and Allan Houston***

(New York, NY – September 2009) – Food Network New York City Wine & Food Festival founder and director, Lee Brian Schragar, is pleased to announce the inaugural **Weight Watchers Presents Fun and Fit in the City** event. Inspired by its sister event at the Food Network South Beach Wine & Food Festival, this event is also designed to address childhood obesity and the economic and social challenges of raising a healthy eater in an urban setting.

Weight Watchers Presents Fun and Fit in the City is a one-of-a-kind program, featuring both a star-studded panel and a health expo. Held at the Harlem Children's Zone, this one day event will take place on Saturday, October 10, 2009 with the opening of the health expo. Local companies, along with Weight Watchers, Whole Foods Market, Share Our Strength®, the Food Bank for New York City, and the Health Corps will provide helpful hints to guide parents through a variety of healthy lifestyle options.

The overarching goals of the initiative will be addressed in a panel discussion designed exclusively for Harlem Children's Zone parents, including special remarks from President Bill Clinton. A discussion moderated by Tara Parker-Pope, "Well" columnist for the *New York Times*, on how to live a healthier lifestyle with panelists Dr. Mehmet Oz, Founder and Chairman of HealthCorps, Rachael Ray, Founder of The Yum-o! Organization, and two-time NBA All-Star and Olympic Gold Medalist Allan Houston will follow. Combining the food wisdom and inspiration of a TV culinary personality with nutrition and medical advice, plus the experience of a professional athlete, the panelists will offer guidance that focuses on a variety of practical, fun solutions that families can do to improve a child's eating habits.

Truly committed to help everyone live a healthy lifestyle, Weight Watchers, in conjunction with Whole Foods Market and Share Our Strength®, is also supporting the Good Food Gardens that will be installed permanently at the Harlem Children's Zone. These gardens provide sustainable healthy food options for children and a platform for nutrition education.

The interactive and educational opportunities provided by **Weight Watchers Presents Fun and Fit in the City** are designed specifically for parents, and the Harlem Children's Zone will have childcare available for those wishing to bring their children to the event. The entire day of activity is provided free to invited guests of the Harlem Children's Zone. Harlem Children's Zone, Inc., is an internationally renowned nonprofit, offering education, social-service and community-building services to over 17,000 children and adults. The Harlem Children's Zone Project creates a comprehensive network of support

programs for children from birth through college and also works to strengthen the families and community around those children.

Get your tickets to the **2009 Food Network New York City Wine & Food Festival** now! Ticket information and the full line-up of new and returning events can be found at www.nycwineandfoodfestival.com, or by calling 866.969.2933. For more Festival updates follow founder and director Lee Schrage on Twitter, www.twitter.com/Lee_Schrager.

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About the Food Network New York City Wine & Food Festival

The 2009 Food Network New York City Wine & Food Festival is produced by Karlitz & Company and Southern Wine & Spirits of New York. Southern Wine & Spirits of New York is also the exclusive provider of wine and spirits at the Festival. Hosted by and benefiting the Food Bank For New York City and Share Our Strength®, 100% of the Festival's net proceeds go toward helping these community based organizations fight hunger.

About The Food Bank For New York City

The Food Bank For New York City recognizes 26 years as the city's major hunger-relief organization working to end food poverty throughout the five boroughs. Through its network of more than 1,000 food assistance programs, the Food Bank provides 300,000 free meals a day to New Yorkers in need. In addition, the Food Bank continues to mobilize its efforts to end hunger and increase access to affordable, nutritious food for low-income New Yorkers through direct services, benefits access, and nutrition education. For additional information, go to foodbanknyc.org.

About Share Our Strength

Share Our Strength® is the leading national organization working to make sure no kid in America grows up hungry. By weaving together a net of community groups, activists and food programs, Share Our Strength catches children at risk of hunger and ensures they have nutritious food where they live, learn and play. Working closely with the culinary industry, Share Our Strength creates engaging, pioneering programs like Share Our Strength's Taste of the Nation®, the nation's premier culinary benefit; Share Our Strength's Great American Bake Sale®, a national grassroots effort; Share Our Strength's A Tasteful Pursuit®, a touring dinner series; Share Our Strength's Great American Dine Out®, a week-long program involving thousands of restaurants nationwide; and Share Our Strength's Operation Frontline®, a cooking-based nutrition education program. Visit Strength.org.