

Imagine 360 Marketing announces the successful premiere of its latest video production, *NYC Goes Orange*.

February 1, 2010



New York, NY – On Monday, February 1, 2010, the Food Bank For New York City screened its NYC Goes Orange video produced by Imagine 360 Marketing during a cocktail reception hosted by the Food Bank to thank the campaign's supporters. To view the NYC Goes Orange video, please visit: www.i360m.com/NYC_Goes_Orange.html

The Food Bank For New York City hired Imagine 360 to produce a video highlighting the outpouring of donor, volunteer and media support generated by the 2009 Go Orange campaign, which raised over 1.5 million meals for hungry New Yorkers.

“This video emphasizes the generosity of individuals and corporate sponsors who supported our 2009 NYC Goes Orange Campaign,” explains Angela Chiarello, Social Marketing Manager for the Food Bank For New York City. “The video Imagine 360 delivered was dynamic, creative and did an excellent job at telling our story. They are a great partner to work with and we look forward to working with them on future projects.”

“It is our hope that this video will help the Food Bank For New York City inspire even greater support in 2010,” says Yael Penn, President and CEO of Imagine 360 Marketing. “To find out how you can support the Food Bank, visit www.foodbanknyc.org.”

About Imagine 360 Marketing

Imagine 360 is an integrated marketing and design agency based in New York City. Powered by creative vision and fresh thinking, Imagine 360 provides clients with strategic marketing and innovative design to increase brand awareness, acquire new business and retain existing customers. For more information please visit www.i360m.com.

About The Food Bank for New York City

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 citywide network of approximately 1,000 food assistance programs, the Food Bank helps provide 300,000 free meals a day to New Yorkers in need. The Food Bank further mobilizes its efforts through direct services, food stamp access, research and policy initiatives, nutrition education and free tax assistance for low-income New Yorkers. Every dollar donated to the Food Bank helps provide five meals to New Yorkers in need. Learn how you can help at foodbanknyc.org.

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