



Together **NOW**  
food is where relief starts

NY NOW

SUPPORT 

GIFT FOR LIFE

## NY NOW TO HOST TWO-PART FUNDRAISING CAMPAIGN IN SUPPORT OF WORLD CENTRAL KITCHEN

August 1, 2022... Gift for Life has partnered with NY NOW to host “Together NOW” – a two-pronged fundraising campaign – with \$1 per order exhibitor donations and proceeds from an art auction – benefiting World Central Kitchen (WCK) during the Summer Market, August 14 – 17, at the Jacob K. Javits Convention Center in New York City.

“We at NY NOW understand the importance of giving back to the communities that support us each day, which is why we are so excited to partner with Gift for Life to support World Central Kitchen’s mission to provide for communities impacted by natural disasters and prolonged humanitarian crises,” said Meg Estevez, VP of Marketing at NY NOW. “With the help of our exhibitors, who will be donating \$1 from each order written during the 2022 Summer Market, and Ricardo Robles, who will be auctioning off two original paintings online, we are proud to say that 100% of the funds raised will be going to this amazing cause. We can’t wait to make a difference through highlighting these artisan brands and their products, all while making a lasting and positive impact.”

As of the date of this release, 31 exhibitors have already committed to participate in the \$1 per order NY NOW Summer Market fundraiser, with others added daily. For a complete list of confirmed participants, visit [https://nynow.com/product\\_preview/brands-supporting-world-central-kitchen/](https://nynow.com/product_preview/brands-supporting-world-central-kitchen/). Participants, confirmed to date, are:

33 By Hand  
ANKE MICHELE STOBRAVA  
Astraèa & Co.  
Cherapy  
Craft Cocktail Infusions  
dooloop  
Global Solutions, Inc  
ili New York  
Jennifer Woods  
Judi Powers Jewelry  
KAHRI  
Life of Spice  
Madd Capp  
Maple Landmark  
May You Know Joy Inc  
MetaLace Jewelry  
Mysterium Collection  
Nielsen Trading, Inc.  
OPAL ROAD  
PureNY Jewelry LLC  
Retro 1951, Inc.

Retrospect group  
Rolser  
Rubyzaar  
Shirayuki Ltd.  
Tey-Art Inc  
Tokens & Icons  
Triangle Fragrance  
Whitney Designs Inc  
WorldFinds  
Yanawara

Additionally, funds will be raised through an online auction of original artwork – created live onsite during NY NOW – from renowned artist, [Ricardo Robles](#), one of the top emerging artists in the West today. The sale of two of his paintings of iconic NYC scenes, The Grand Army Plaza and The Brooklyn Bridge, will begin on Thursday, August 11, at 10AM and run until Wednesday, August 17, at 3PM. Robles has had his work included in museums and galleries across the United States. Originally from New York City, he now lives and works in Round Rock, Texas on the outskirts of the Texas Hill Country. Visit [https://app.galabid.com/nynow\\_qfl\\_wck](https://app.galabid.com/nynow_qfl_wck) to make a bid.

“NY NOW has been a long-standing Gift for Life partner,” said Cole Daugherty, Gift for Life Chair. “We admire and appreciate NY NOW’s creative approach to fundraising for World Central Kitchen this August.”

Funds raised through Together NOW will be directed to World Central Kitchen’s (WCK) #ChefsForUkraine program which has served more than 27 million meals across eight countries since Russia invaded Ukraine on February 24th, 2022. Through the program, WCK is bringing hundreds of thousands of daily meals and 12 million pounds of food to over 3,000 distribution sites across Ukraine to provide fresh meals to Ukrainian families fleeing home as well as people remaining in the country.

Donations, in support of World Central Kitchen can be made at <https://donate.wck.org/NYNOW22> or by scanning the QR code.



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#### **ABOUT NY NOW:**

*Today’s wholesale market for tomorrow’s retail world. Rich with diverse products for discerning retailers, museum stores and specialty buyers. Where artisans meet designers, celebrate creativity and tell their stories. Where eclectic products shine, from home style to fashion statements, from amazing accessories to the perfect gift. Twice a year in New York City, America’s design capital. NY NOW is the best platform to build brand exposure, generate leads and write orders. [www.nynow.com](http://www.nynow.com)*

**About World Central Kitchen (WCK):** *Founded in 2010 by Chef José Andrés, World Central Kitchen uses the power of food to nourish communities and strengthen economies in times of crisis and beyond. In 2020, with COVID-19 straining traditional food security safety nets like school feeding programs, city services and food banks, WCK pivoted to safely distribute individually packaged, fresh meals in communities that needed support and launched the Restaurants for the People program to scale nationwide. Fast forward to 2022 and the escalating crisis in Ukraine and at home. When disaster strikes, WCK’s Chef Relief Team mobilizes to the front lines making sure there is always a warm meal, an encouraging word, and a helping hand. World Central Kitchen has provided tens of millions of fresh, nourishing meals for communities around the world. Donations will be used to support emergency food relief efforts and resilience programs. For information, visit [www.wck.org](http://www.wck.org). If*

you'd like to host your own fundraiser for World Central Kitchen, click [HERE](#) or contact a member of the Gift for Life board

**Gift for Life** was founded by Peter Schauben of Appleman Schauben in 1992 in response to the tragic loss of industry lives to AIDS. The organization's first meeting at the National Stationery Show brought together a cross-section of the industry's leading publishers, market centers, sales reps, manufacturers, and retailers – all willing to convene and work together towards a common goal. Since that time, Gift for Life has raised nearly \$6 million for AIDS research, education, treatment and care through nationwide at-market events, cause marketing programs and direct donations. With COVID-19 temporarily causing cancelation of in-person events at industry markets, Gift for Life pivoted towards online digital events with a specific emphasis on COVID-related hunger relief. As Gift for Life celebrates its 30th anniversary in 2022, the all-volunteer organization will continue to support programs that address hunger relief. More information is available at [www.giftforlife.org](http://www.giftforlife.org).

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**Media Contact:**

Cathy Steel, [cathysteel@cathysteelassociates.com](mailto:cathysteel@cathysteelassociates.com), 203-340-9251