

MEDIA ALERT

**ZUCKER'S BAGELS PARTNERS WITH THE BOWERY MISSION TO DONATE
200,000 FRESH BAGELS IN 2019**

***Donation program begins this month, with breakfast on February 27 with
Zucker's owners and special guests***

For immediate release – New York, NY - Zucker's Bagels announces today its pledge to donate 200,000 bagels to The Bowery Mission this year. Zucker's Bagels, a 12-year old business with four locations in New York City, has been donating a breakfast of freshly-baked bagels to The Mission on a weekly basis for the past 9 years. This year, co-owners Matt Pomerantz and Dan Pace decided to increase their commitment to the cause: they will be donating hand-rolled fresh bagels each day, to be served at The Bowery Mission's nine centers across New York City. In total, Zucker's plans to provide more than 200,000 bagels to The Bowery Mission by the end of this calendar year.

The Bowery Mission recently merged with the New York City Rescue Mission and Goodwill Rescue Mission and together, it serves more than 650,000 hot meals to hungry and homeless New Yorkers each year.

"We have long felt responsible to help New Yorkers in need get a good meal. We've always been happy to support The Bowery Mission, and as our business has grown over the years, we want to increase our efforts," says Matt Pomerantz, founder and co-owner of Zucker's Bagels.

"With more than 70,000 homeless people in New York City – up 80% from 10 years ago – The Bowery Mission's services are more important than ever. These services would not be possible without the generous support of dedicated partners like Zucker's Bagels. With their help, we are able to serve well-rounded breakfasts across multiple campuses throughout the New York metro area and reduce meal costs," shared David P. Jones, President & CEO, The Bowery Mission."

On February 27, Zucker's co-owners Matt Pomerantz and Dan Pace will be serving a bagel breakfast at The Bowery Mission along with special guests. Media are invited to attend:

Wednesday, February 27 from 7:30am-9:30am

227 Bowery Street, New York, NY 10022

About Zucker's Bagels

Zucker's Bagels is New York City's quintessential neighborhood bagel shop with locations in TriBeCa, Midtown, the Upper West Side, and the Flatiron district. The shop was voted #1 Best Bagel + Lox in New York City by USA Today. Zucker's makes authentic bagels the old-fashioned way, by hand-rolling and kettle-boiling, and using only natural ingredients including

unbromated, unbleached flours and sweetening with malt. Zucker's sources carefully from longtime partners including La Colombe Coffee, Acme Smoked Fish, Five Acre Farms, Guss' Pickles and many others. In business for more than a decade, Zucker's was founded by Matt Pomerantz, the co-founder of Murray's Bagels, who runs the business with longtime friend and former colleague Dan Pace. Zucker's offers catering and delivery throughout Manhattan as well as specially-designed sandwiches, including a sandwich from chef Alton Brown. To learn more, please visit www.zuckersbagels.com and follow along at [@zuckersbagels](https://twitter.com/zuckersbagels).

About The Bowery Mission

The Bowery Mission has served homeless and hungry New Yorkers since the 1870s. Each year, The Bowery Mission provides more than 653,500 hot meals, 167,300 nights of shelter, 46,400 articles of clothing, 13,300 showers and 1,300 onsite medical, dental and optometry exams. Each meal and every service is an invitation to residential and community programs that help clients make progress. Each year, the Mission serves 350 adults in its residential recovery programs and 800 more at the Community Hope Resource Center. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through City Camp, culminating in summer camp for 900 children in the Poconos Region of Pennsylvania.

In order to more effectively combat the epidemic of homelessness in the New York metro area, New York City Rescue Mission and Goodwill Rescue Mission have joined forces with The Bowery Mission. Together, as one organization with nine campuses within New York, New Jersey and Pennsylvania, we are offering new hope for a sustainable solution by sharing resources, collaboratively fundraising, and providing an enhanced continuum of care to men, women and children. As a result, we are saying "yes" to more people, more often, with better services.

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