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Westchester County Tourism Helps Food Bank Association of New York State

February 15, 2011 2:17 pm | [Hudson Valley](#), [View by THEME](#), [tourist services](#)



Partners with Hotels at ESSAE Annual Event

White Plains, N.Y. -

Westchester County Tourism and its hotel partners Crowne Plaza White Plains, Doubletree Tarrytown and Hilton Rye Town hosted ESSAE's (Empire State Society of Association Executives') December 2010 Annual Holiday Event & Silent Auction in downtown Albany.

The Silent Auction raised more than \$6,700 to benefit the Food Bank Association of New York State.

"We were honored to host this annual ESSAE event, not only to network with association planners, but to assist in raising funds for the Food Bank Association of New York State, which represents the eight regional food banks located across our state," said Kim Sinistore, Director, Westchester County Tourism, "It is anticipated that they will feed more than 3 million people in 2011 by distribution food through 5,000 food pantries, soup kitchens, shelters and other emergency feeding programs."

The daily mission of food banking is simple: to obtain food and then, in turn, deliver it to emergency food programs - food pantries, soup kitchens, shelters. The Food Bank Association works to end hunger by assisting the food bank network in obtaining more food and funds, fostering public awareness of the food banks' mission and creating partnerships to help alleviate hunger in New York State. For more information <http://www.foodbankassocnys.org/>

Each year, millions of dollars are spent on meetings, conferences and conventions at Westchester's hotels and conference centers. The ESSAE market brings thousands of business visitors to the county who, in turn, spend money on hotel rooms, restaurants and attractions. Visit <http://www.thewestchesterway.com/>

###

Pictured (from left): Kim Sinistore; Vinny Waters, Crowne Plaza White Plains; Joanne Okolo and Ana Baretto, Doubletree Tarrytown; Charmaine Castle, Hilton Rye Town; , John T. Evers, Food Bank Association of New York State.

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