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Hindustan Times

Friday, November 16, 2007

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Story

South Asian NGO donates pizzas

June 20, 2007

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First Published: 14:35 IST(20/6/2007)
Last Updated: 14:49 IST(20/6/2007)

A South Asian NGO has started an innovative drive to donate pizzas to several homeless shelters across New York every day for five days.

EyeBLINK, a non-profit multicultural arts organisation, began its "pizza party" Monday that will continue till Friday. Pizza Hut has agreed to sponsor the pizzas.

The NGO, run by a group of South Asians, has also decided to provide a true party mood with musicians playing live music while pizzas are served in the shelters. The idea is to create a special moment for those who don't have too many special moments.

Members of the organisation were moved by recent news reports of a prisoner on death row in Nashville wanting his last meal request to be a pizza for a homeless person. Prison officials, however, did not fulfil his request as they don't do charity, according to the NGO's website.

Founded in 2003, EyeBlink is committed to producing and nurturing art works that challenge traditions, preconceptions and stereotypes in order to redefine entertainment.

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