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## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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## NBC's "THE BIGGEST LOSER" ISSUES 2<sup>nd</sup> ANNUAL POUND FOR POUND CHALLENGE; LOST WEIGHT WILL BENEFIT ST. MARY'S FOOD BANK ALLIANCE

*For Every Pound Pledged to Lose, St. Mary's Receives a Pound of Food; Goal is To Feed Hungry Arizona Families As Others Get in Shape for 2010*

**Phoenix, AZ** – For the second year in a row, St. Mary's Food Bank Alliance, NBC's The Biggest Loser, General Mills, Subway, 24 Hour Fitness and Feeding America are partnering on the Pound For Pound Challenge, a program that encourages those around Arizona and across the country to lose weight nationally to help provide hunger relief locally.

For every pound of weight participants pledge to lose, a pound of groceries will be delivered to a local food bank.

New this year, the 24 Hour Fitness clubs in the Valley are joining this important initiative and [www.PFPCChallenge.com](http://www.PFPCChallenge.com) will highlight the top 10 participating states and food banks to help ignite friendly competition across the country.

St. Mary's Food Bank challengers lost a total of 36,866 pounds in the 2009 challenge. The goal for the 2010 challenge is to surpass that mark.

Recent data from the U.S. government shows that one in six of residents of Arizona are “food insecure”, meaning that they lack consistent access to adequate amounts of nutritious food. In total, more than 49 million Americans struggled to get enough to eat at some point in 2008, the highest total in 14 years, making it the ideal time to get involved in the fight against hunger.

“These are alarming numbers. It is tragic that so many people in Arizona don’t have regular access to food,” said St. Mary’s President and CEO Terry Shannon. “At these rates, we all likely know someone affected by hunger and can help them in a big way by simply participating in the Pound For Pound Challenge.”

To join the Challenge, people can visit [www.PFPCChallenge.com](http://www.PFPCChallenge.com) or [www.BiggestLoser.com](http://www.BiggestLoser.com) and enter their weight loss goals. For every pound of weight participants pledge to lose, the Pound For Pound Challenge will donate 14 cents to Feeding America – enough to deliver one pound of groceries to a local food bank – up to a maximum donation of \$800,000.

To wake up Americans to the hunger issue, General Mills recently committed to donate 49 million bowls of Big G cereal made with whole grain to Feeding America for delivery to local food banks. General Mills CEO Ken Powell, NBC’s The Biggest Loser’s Bob Harper and Feeding America president and CEO Vicki B. Escarra traveled across the country to rally Americans to join the cause.

“I’m so inspired by the commitment I’ve already seen from Americans to help those who struggle to put food on the table,” said Bob Harper, trainer, NBC’s The Biggest Loser.

“More than 2 million pounds have already been pledged to the Pound For Pound Challenge, including more than 21,000 pounds from St. Mary’s Food Bank challengers, and that momentum will only continue as we highlight the program on our show.”

Each person who pledges will be matched with a local Feeding America food bank nearest their residence, and donations will be delivered to those food banks when the Challenge ends. Participants who want their pledge to benefit other areas of the country can indicate that when they make their pledges. The Pound for Pound Challenge will donate 14 cents, enough to deliver one pound of groceries to a local food bank, for every pound pledged up to a maximum donation of \$800,000 based on participation. Pledges will be accepted until June 30.

With the rapidly increasing need for donations, everyone can do their part to spread awareness of the hunger issue and become a part of the solution. In addition to pledging to lose weight, at [www.PFPCChallenge.com](http://www.PFPCChallenge.com) you can create a PFP Challenge team on Facebook, invite a friend to join the Challenge via e-mail, donate directly to Feeding America and learn how you can volunteer at local food banks. To learn more and to join the Challenge, visit [www.PFPCChallenge.com](http://www.PFPCChallenge.com).

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#### **About General Mills**

One of the world's leading food companies, General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen and more. Headquartered in Minneapolis, Minnesota, U.S.A., General Mills had fiscal 2009 global net sales of US\$15.9 billion, including the company's \$1.2 billion proportionate share of joint venture net sales. Visit [www.generalmills.com](http://www.generalmills.com).

**ABOUT THE FOOD BANK:** St. Mary's Food Bank Alliance, the world's first food bank, is a non-sectarian, nonprofit organization that alleviates hunger by efficiently gathering and distributing food to 534 agencies that serve the hungry. Serving 13 of Arizona's 15 counties, the organization is a member of Feeding America, the national network of food banks, and is committed to volunteerism, building community relationships, and improving the quality of life for Arizonans in need. Last year, the Food Bank distributed more than 67 million pounds of food to families and individuals, provided enough food for 300,000 meals every day, and garnered more than 370,000 volunteer service hours. Web site: [www.FirstFoodBank.org](http://www.FirstFoodBank.org) Phone: 602-242-FOOD.

#### **About The Biggest Loser**

The Biggest Loser airs on NBC Tuesdays at 8 pm (ET). The first reality series where everybody "loses," The Biggest Loser challenges and encourages overweight contestants to shed pounds in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of \$250,000. Hosted by Alison Sweeney (Days of our Lives), the series provides the contestants with challenges, temptations, weigh-ins and eliminations until the final contestant remains to claim the title of "the biggest loser." Each team works out under the supervision of professional trainers Jillian Michaels and Bob Harper. The Biggest Loser is a production of Reveille LLC, 25/7 Productions and 3 Ball Productions.