



NEWS RELEASE

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**Pound For Pound Challenge Inspires Residents to Lose Weight to Help the
Hunger Crisis**
***NBC's The Biggest Loser, General Mills and Subway Join Forces to Benefit
Feeding America Food Banks***

WILMINGTON, NC – NBC's "The Biggest Loser: Couples," General Mills, Subway and Feeding America are partnering on the Pound For Pound Challenge, a national initiative encouraging residents in Wilmington and Americans across the country to lose weight to combat hunger in their local communities. The challenge is in progress and ends on May 31. The weight participants pledge to lose will help Feeding America secure groceries on behalf of local food banks such as the Food Bank of Central & Eastern North Carolina, a 30 year old organization that distributes food to 545,000 individuals in 34 counties in the state through warehouses in Durham, Greenville, New Bern, Raleigh, Southern Pines and Wilmington. The Food Bank of Central & Eastern North Carolina will also be featured nationally during a one minute segment on the February 15 episode of NBC's "The Biggest Loser: Couples". Locally the program will air on WECT Plus (Time Warner Cable digital channel 102).

In its third year, the Pound For Pound Challenge re-emerges at a crucial time. In the 34 counties served by the Food Bank of Central & Eastern North Carolina:

- About 73,000 different people receive emergency food assistance in any given week.
- 33.7% are children under 18 years old
- 12% are elderly
- 30% of households include at least one employed adult.

New this year, participants can enter the Challenge by pledging to maintain their current weight for a contribution equal to five pounds of weight loss. Additionally, this year marks the introduction of a team option on www.pfpchallenge.com. In the spirit of NBC's "The Biggest Loser: Couples," teams can compete online and will be ranked nationally. To ignite friendly competition, the pounds pledged by individual cities and states will be tracked and ranked.

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For every pound Americans pledge to lose, a donation of 11 cents, equivalent to one pound of groceries, will be donated to Feeding America and distributed to the Food Bank of Central & Eastern North Carolina.

The Food Bank staff has also created a local team – the SOUPER LOSERS - and invites the community to join the team, or create their own, pledge pounds and fight the hunger crisis by improving their own health.

For more information, go to www.foodbankcenc.org to join the Food Bank of Central & Eastern North Carolina in the fight to lose weight and hunger!

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About the Food Bank of Central & Eastern North Carolina

The Food Bank of Central & Eastern North Carolina is a nonprofit organization that has provided food for people at risk of hunger in 34 counties in central and eastern North Carolina for 30 years. The Food Bank serves a network of more than 800 partner agencies such as soup kitchens, food pantries, shelters, and programs for children and adults through warehouses in Durham, Greenville, New Bern, Raleigh, the Sandhills (Southern Pines) and Wilmington. In fiscal year 2009-2010, the Food Bank distributed more than 41.5 million pounds of food and non-food essentials through these agencies. Sadly, hunger remains a serious problem in central and eastern North Carolina. In these counties, more than 500,000 struggle each day to provide enough food for their families. www.foodbankcenc.org.

For more news & information about the Food Bank, view our social networks:

- Food Bank on Twitter: <http://twitter.com/FoodBankCENC>
- Food Bank on Facebook: <http://www.facebook.com/FoodBankCENC>
- Food Bank on YouTube: <http://www.youtube.com/foodbankcenc>
- Food Bank on Flickr: <http://www.flickr.com/photos/foodbankcenc>
- Provide 40 meals to those in need - make a \$10.00 donation* by texting **40MEALS** to 50555.
**\$10 will be added to your mobile phone bill/deducted from your prepaid account. Msg & Data Rates May Apply. Reply STOP to 50555 to stop. Full Terms: mGive.org/T.*