



NEWS RELEASE

FOR IMMEDIATE RELEASE
February 15, 2011

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Local Food Bank to Make National Debut Tonight ***Food Bank of Central & Eastern North Carolina to be featured in segment on “The Biggest Loser: Couples”***

RALEIGH, NC –The Food Bank of Central & Eastern North Carolina will be featured nationally during a one minute segment during the February 15th episode of NBC’s “The Biggest Loser: Couples”. A locally produced commercial, sponsored by Bayer CropScience, will also air during the show on WNCN-TV highlighting the Food Bank’s Child Nutrition Programs.

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 Raleigh/Durham 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.

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.

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.

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.*