



NeighborImpact

Critical Needs. Diverse Services. Empowering Change.

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NBC's The Biggest Loser's Pound for Pound Challenge Benefits Local Food Bank

NBC's The Biggest Loser, General Mills, Subway, 24 Hour Fitness and Feeding America have partnered on the Pound For Pound Challenge, a program that encourages residents of Central Oregon and Americans across the country to lose weight nationally to help provide hunger relief locally. For every pound of weight participants pledge to lose, 14 cents will be given to NeighborImpact's Food Bank. That is the monetary equivalent to one pound of food that NeighborImpact can distribute. The Challenge runs through June 30, 2010.

How it works: To join the challenge, simply visit the Pound For Pound website at www.pfpchallenge.com or www.biggestloser.com and click on the button that says PLEDGE. For every pound of weight participants pledge to lose, the Pound For Pound Challenge will donate 14 cents to Feeding America. Although it is a National Challenge, by entering your zip code and pledging for the Oregon Food Bank, proceeds will be forwarded to NeighborImpact. NeighborImpact's Food Bank is the Central Oregon regional affiliate for the Oregon Food Bank.

Approximately 14,000 people (7% of Central Oregon's population) are accessing meal sites, brown bag sites and emergency food boxes throughout the area every month. With the rapidly increasing need for donations, everyone can do their part to spread awareness of the hunger issue and become part of the solution. In addition to pledging to lose weight, at pfpchallenge.com, you can create a PFP Challenge team on Facebook, invite friends and family to join the Challenge via e mail, donate directly to Feeding America and find other tips on eating right and weight loss.

For more information or for team toolkits for your organization, or to become a Challenge Champion, please contact Sandy Klein at sandyk@neighborimpact.org or call 541-548-2380 x 148.

History/Mission: NeighborImpact seeks to change the course of each family's future by giving them the tools they need to succeed. NeighborImpact's tool box includes Head Start, weatherization, home repair, energy and rent assistance, financial skills building, savings programs, assisting parents to find child care, tutoring homeless children, providing emergency and transitional housing to homeless families, home buyer education and feeding the hungry.

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