



1304 N. Kenosha ■ Tulsa, OK 74106-5901 ■ Phone 918-585-2800 ■ Fax 918-585-2862 ■ www.cfbeo.org

FOR IMMEDIATE RELEASE

For more information contact:

Cindy Stevens, Marketing Director
Phone: (918) 585-2800, ext. 124
Cell: (918) 527-6496
E-mail: cstevens@cfbeo.org

'Tis the Season for Resolutions

(Tulsa, Oklahoma) January 4, 2011 - The Community Food Bank of Eastern Oklahoma, Feeding America, General Mills and Subway want to be part of your New Year's resolution to lose weight. And why not feed the hungry while you're at it?

The Pound for Pound Challenge, which grew out of the tremendous success of NBC's hit show "The Biggest Loser," is back for its third year. For every pound you pledge to lose from now through May 31, 2011, the Pound for Pound Challenge will donate 11 cents to Feeding America, which distributes the money directly to food banks like the Community Food Bank based on ZIP codes. Each pound you pledge to lose counts as one pound of food purchased for the hungry.

Oklahoma is No. 4 in the nation in the number of hungry residents, but conversely, we are No. 6 in the number of obese residents. That's why the Pound for Pound Challenge is a perfect initiative for our state: It's a chance to make wholesale changes to improve the health of the residents in our 24-county service area on both ends of the spectrum. And since we Sooners love a challenge, think of it as a competition with the rest of the United States. The more people who pledge to lose weight in our area, the more money your Food Bank receives to fight hunger, feed hope.

Pledging couldn't be easier. Go to www.pfpchallenge.com, and pledge what you think you can lose between now and the end of May. And since it's always easier to lose weight with a buddy, get your friends together, and sign up online as a team and pledge to lose... for good.

And for those of you who are already in a healthy weight range -- this year, you can participate, too. You can pledge to maintain your healthy weight, which guarantees you can still help, up to a donation of five pounds of food.

No one ever said losing weight was easy, but if it helps your less-fortunate fellow man, it gives your goal a lot more meaning. Just go to www.pfpchallenge.com for more information, or email Frances Bevel, special events manager, at fbevel@cfbeo.org or call (918) 585-2800, Ext. 109. Attached are two high-resolution Pound for Pound Challenge logos.

###

About the Community Food Bank of Eastern Oklahoma Founded in 1981, the Community Food Bank of Eastern Oklahoma is one of the largest, private hunger-relief organizations in Oklahoma. They distribute donated grocery items to 440 Partner Programs in 24 counties of Eastern Oklahoma. These programs include food pantries, soup kitchens, emergency shelters, after school programs, shelters and senior centers. In turn, those programs collectively feed 60,000 people each week, the equivalent of 865,000 meals per month. In addition, the Food Bank helps raise public awareness about hunger and the role of food banking in alleviating hunger. Last year the Food Bank distributed more than 13.5 million pounds of food.