



# Pound For Pound Challenge Quick Facts

## Q What is Feeding America?

Feeding America provides low-income individuals and families with the fuel to survive and even thrive.



As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on Feeding America visit [www.feedingamerica.org](http://www.feedingamerica.org). Find us on Facebook at [facebook.com/FeedingAmerica](https://facebook.com/FeedingAmerica) or follow our news @FeedingAmerica on Twitter.

## Q What is the Pound For Pound Challenge?



For the third consecutive year, Feeding America will partner with General Mills, Subway, NBC's *The Biggest Loser*, and other corporate partners to encourage Americans to lose weight through the Pound For Pound Challenge.

The program is built around the incredible success of *The Biggest Loser*, a reality show that challenges and encourages overweight contestants to shed pounds in a safe manner through diet and exercise. Individuals can go to [www.pfpchallenge.com](http://www.pfpchallenge.com) to pledge their weight-loss goals. For every pound pledged, the Pound For Pound Challenge will donate 11 cents to Feeding America, up to a maximum donation of \$1,040,000.

## Q How did the Pound For Pound Challenge do last year?

Last year, we had a final pound count of 6,203,347 pounds – an increase of over 70% from 2009!

## Q What is *The Biggest Loser*?

*The Biggest Loser* is one of the most popular reality shows on television today. It airs on NBC, and pulls in 10MM+ viewers each week. The show challenges and encourages overweight contestants to shed pounds in a safe manner through diet and exercise. For more info, visit [www.biggestloser.com](http://www.biggestloser.com).



## Q So how can someone help and get involved?

You can get involved in two ways:

1) Take the Challenge! Go to [www.pfpchallenge.com](http://www.pfpchallenge.com) to pledge your weight loss goal. For every pound pledged, the Pound for Pound Challenge will donate 11 cents to Feeding America – enough to deliver one pound of groceries to a local food bank. (If you are already at a healthy weight, you can pledge to maintain a healthy weight, and five pounds of food will be donated!)

2) Tell your friends and family about your efforts, encourage them to support you through an online donation, and get them on board to take the Challenge themselves.



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## Q When does the Pound For Pound Challenge start?

The campaign coincides with Season 11 of *The Biggest Loser* on NBC, airing Tuesdays at 8/7c, premiering January 4th, 2011. People can start taking the Challenge in December 2010, when the new Pound For Pound Challenge website goes live during the Season 10 finale of *The Biggest Loser*.



## Q What does hunger look like in America?

- 1 in 6 Americans struggle with hunger
- Approximately 5.7 million different people receive emergency food assistance from the Feeding America system in any given week
- Over the course of the year, 1 in 8 Americans rely on Feeding America for food and groceries
- The face of hunger is changing! Nearly 40% of client households served by the Feeding America network have one or more adults working, and only 10% of the people served by the Feeding America network are homeless



## Q How will Feeding America make sure monies from this campaign stay in my local community?

Feeding America will distribute the funds to the local food banks chosen by consumers at registration.



## Q How will we know how the campaign is doing?

Tune in to *The Biggest Loser* every Tuesday at 8/7c on NBC or visit [www.biggestloser.com](http://www.biggestloser.com) or [www.pfpcchallenge.com](http://www.pfpcchallenge.com) to find out how much America has pledged, and see the impact of your participation on hunger in this country.