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Second Harvest Food Bank
Greater New Orleans and Acadiana

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New Orleans Fire Department Raises Pounds to Fight Hunger in the Pound for Pound Challenge
Second Harvest is currently short of 22,000lb weight loss goal with deadline approaching at the end of May

New Orleans, LA – Second Harvest Food Bank of Greater New Orleans and Acadiana and the New Orleans Fire Department hosted a community wide food drive to raise pounds to fight hunger while encouraging people to shed pounds in the Pound for Pound Challenge. The Challenge encourages New Orleans residents to lose weight to combat hunger in Louisiana. For every weight loss pound pledged by residents in the 23 parishes Second Harvest Food Bank serves, a donation of 11 cents (the equivalent of one pound of groceries), will be donated by General Mills to help fight hunger in south Louisiana.

The community-wide food drive was held throughout Orleans Parish at every fire station. Nonperishable food items could be dropped off throughout February and March. The community rallied and the fire department donated 519 meals to Second Harvest Food Bank.

“The Pound for Pound Challenge is a program that encourages participants to pledge to lose weight while helping the community,” says New Orleans Fire Department Superintendent Charles Parent. “We are excited to be a part of this partnership as we continually need to keep our team members focused on fitness so we are able to perform our jobs to the best of our abilities.”

To date the New Orleans Fire Department has pledged to lose 285lbs and the community has pledged 14,729lbs in the Pound for Pound Challenge. The goal for the 2011 Challenge is to surpass last year’s 22,00lbs pledged. The deadline for pledges is May 31 so there is still time for Second Harvest Food Bank to meet their goal. The community is encouraged to participate in the Pound for Pound Challenge by pledging to lose weight online at <http://www.pfpchallenge.com/>.

Matching the pounds of food donated from the food drive, 519 teams have been created to support Second Harvest in the Challenge, in addition to the Fire Department, First Bank and Trust, the Louisiana SPCA and USCG Air Station have formed corporate teams.

“One in eight people in our community struggles with hunger on a daily basis,” says Natalie Jayroe, president and CEO of Second Harvest Food Bank. “By participating in the Pound for Pound Challenge, our community is helping to raise awareness and funds which will help us provide nutritious meals to those who need them most.”

The program officially launched January 25, 2011 as 40 staff members from Second Harvest Food Bank and NOFD fire fighters participated in a boot camp at the Second Harvest Food Bank warehouse. The boot camp featured activities that combined can goods and fire related exercises and was led by the firemen featured in *the New Orleans Firefighters Look Hot Calendar*. The boot camp was featured on NBC’s “The Biggest Loser: Couples” on March 1.

The Pound for Pound Challenge is a national program hosted by NBC’s “The Biggest Loser: Couples,” General Mills, Subway, and Feeding America. The Pound For Pound Challenge will secure up to 9.4 million pounds of groceries on behalf of local food banks around the country.

Editor’s Note: A video of the donated food arriving at Second Harvest Food Bank can be found online at, <http://www.youtube.com/watch?v=plroT29O-TM>.

The New Orleans Firefighters Foundation creates an annual New Orleans Firefighters Look Hot Calendar to raise funds to replace equipment lost to Hurricane Katrina. In its fifth year, the calendar is still used to raise funds to purchase equipment such as thermal images and simulators to help train and better prepare the firefighters. For more information or to purchase a calendar online, please visit <http://www.hotnolafirefighters.com> .

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies. Second Harvest Food Bank is an affiliated ministry of Catholic Charities Archdiocese of New Orleans and a member of Feeding America. To learn more about Second Harvest Food Bank or donate food, money or time, please visit www.no-hunger.org.

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