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Second Harvest Food Bank
Greater New Orleans and Acadiana

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Second Harvest Food Bank and the New Orleans Fire Department Partner to Shed Pounds and Raise Pounds in the Pound for Pound Challenge

New Orleans, LA – Second Harvest Food Bank of Greater New Orleans and Acadiana and the New Orleans Fire Department have partnered to encourage New Orleans residents to lose weight to combat hunger in Louisiana. For every weight loss pound pledged by residents of 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.

“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 New Orleans Fire Department and the firemen featured in the *New Orleans Firefighters Look Hot Calendar* are leading the Pound for Pound Challenge by asking firemen across all of the fire houses to pledge to lose pounds.

“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.”

Last year 22,000lbs were pledged across the parishes that Second Harvest Food Bank serves from the Texas border to the Mississippi state line. Lead by the *Look Hot* fire fighters the goal for the 2011 challenge is to surpass that mark. The community is encouraged to participate in the Pound for Pound Challenge by pledging to lose weight online at <http://www.pfpchallenge.com/>.

The *Look Hot* fire fighters will be offering exercise tips that can be done at home, recipes, and motivational videos throughout the Pound for Pound Challenge which takes place through the end of May. These tips can be found on the Second Harvest Food Bank website, www.no-hunger.org, or the *Look Hot* Calendar website, www.hotnolafirefighters.com.

The program officially launched today 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 located at 700 Edwards Avenue. The boot camp featured activities that combined can goods and fire related exercises and was lead by *Look Hot* fire fighters. Everyone who participated has pledged to lose pounds in the Pound for Pound Challenge.

In addition to encouraging the community to shed pounds, the Fire Department is also raising pounds for Second Harvest Food Bank by hosting a department wide food drive at all fire stations. Suggested nonperishable food items include: peanut butter, soups / stews, canned fruits / vegetables, canned meats (chicken, beef, ham), tuna fish, chili, cereal, hot cereals (grits, oatmeal), beans, juice, rice, pasta and shelf stable milk. For a complete listing of all the fire station locations where food donations can be made, visit www.nola.gov/Government/NOFD.

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.

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.hotnofirefighters.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 corporation 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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