

## Help Hungry New Yorkers by Pledging to Lose Pounds

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*by Ashley Goforth*

As the Communications & Marketing Assistant at the Food Bank, I have the opportunity to hear about a lot of amazing opportunities going on to support not only the Food Bank For New York City but also the larger hunger relief community. My personal favorite are the ones that combine helping yourself and helping others in a quick and FREE way. Quick because time is a valuable asset (especially for New Yorkers, right?) and free because sometimes the only thing we can give to the causes we love is our support.

*The Biggest Loser's Pound For Pound Challenge* is one of these opportunities. The Pound For Pound Challenge is dedicated to getting people to pledge to be bit healthier and lose a few pounds. It takes just a few seconds to select your state and your local food bank and take the pledge. And for each pound that you pledge for us, 11 cents will be donated to the Food Bank. Another great element is, if you are already at your ideal weight and fitness, you can pledge to maintain that weight and *The Biggest Loser* will still donate!

This is also great opportunity to help yourself. It's an opportunity to make a promise to put your nutrition and health needs on your list of things to do this spring. The Food Bank is quite the advocate of making healthy choices. The Food Bank's CookShop nutrition education program and our Change One Thing campaign all provide needed nutrition education to New Yorkers. And we are very proud to have won Feeding America's Mightly Apple award for the most fresh produce collected for distribution five times in the past six years.

Aligned with our mission to provide New Yorkers with the tools they need for change – the Pound For Pound Challenge allows you to recognize that you want to strengthen your own nutrition education.

Who doesn't love a free way to help fight hunger AND be active in your nutritional health? I don't know about you, but to me it's much more fulfilling to take the stairs everyday while reminding myself that I pledged to lose a few pounds in the name of hunger relief.