



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Date: March 3, 2011
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JOIN THE FIGHT AGAINST HUNGER Lose weight and feed your community

SHASTA COUNTY – Did you know that hunger is a struggle for 1 in 6 Americans? Join the Shasta Food Group coalition and Healthy Shasta to help secure hundreds of pounds of groceries on behalf of our local food bank by joining the National Pound for Pound Challenge.

For every pound you pledge to lose through May 31, 2011, the Pound for Pound challenge will donate \$0.11 to Feeding America, enough to secure one pound of groceries, on behalf of our local Shasta Food Group coalition. Shasta Food Group serves more than 8,500 people each month in Shasta County. This challenge can help improve your personal health, but it can also make a difference in your local community.

It is easy to join the Pound for Pound Challenge. You can register for the challenge through the Healthy Shasta website at www.healthyshasta.org or through the Pound for Pound Challenge website at www.pfpchallenge.com. Remember to select the Healthy Shasta team when you register. When the challenge has completed, the Northern California Food Bank of Contra Costa and Solano County will forward the Pound for Pound challenge money to the Shasta Food Group coalition to help feed our local community.

Healthy Shasta is committed to the health and well-being of the community. Join them in their efforts to help feed the hungry in our community and support the Pound for Pound challenge.

Healthy Shasta is a partnership committed to making healthy eating and physical activity choices easier where you live work and play. Visit www.healthyshasta.org for more information.

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Anderson Partnership for
Healthy Children/South
County HEAC

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

First 5 Shasta

Mercy Medical
Center

Redding Rancheria

Redding School District

Shasta College

Shasta County Office of
Education

Shasta County RTPA

Shasta Family
YMCA

Shasta Head Start

Simpson University

The McConnell
Foundation

Turtle Bay Exploration
Park

University of California
Cooperative Extension

Viva Downtown

Whiskeytown National
Recreation Area