



## The 2010 Pound for Pound Challenge

### How to Participate

- Visit [pfpchallenge.com](http://pfpchallenge.com)
- Click on 'Pledge Now' on the Pound for Pound Challenge homepage.
- Enter your birthday, zip code, food bank, pounds pledged, registration, & optional profile.



### Lose Nationally. Feed Locally.

For the second consecutive year, Feeding America will partner with General Mills, *The Biggest Loser* and other corporate partners to encourage Americans to lose weight through the Pound for Pound Challenge. Built around the incredible success of NBC's *The Biggest Loser*, the program allows anyone to shed

pounds along with the contestants by pledging their weight-loss goals at [www.pfpchallenge.com](http://www.pfpchallenge.com). For every pound pledged, General Mills and other partners will donate 14 cents to Feeding America. Our sponsors will contribute a total of up to \$1.5 million. Feeding America will then distribute the money to local food banks, based on the zip codes of consumers who participate.

### Your Local Food Bank



St. Louis Area Foodbank  
 70 Corporate Woods Dr.  
 St. Louis, MO 63044  
 Phone: (314) 292-6262  
[www.stlfoodbank.org](http://www.stlfoodbank.org)

### Our Proud Partners

