

FOR IMMEDIATE RELEASE

FOOD BANK SAYS WEIGH TO GO
Food Bank of Yolo County sponsors weight loss challenge

Food Bank of Yolo County
1244 Fortna Avenue
Woodland, CA 95776

Woodland, CA - A recent study conducted by the California Food Policy Advocates shows that more than 55% of adults in Yolo County are either overweight or obese. As part of its ongoing commitment to make Yolo County a healthier community, the Food Bank of Yolo County is partnering with Cross Court Athletic Club, Woodland Healthcare and Subway Restaurants to combat obesity through an 8-week fitness and weight loss competition.

Inspired by the success of **NBC's hit reality show "The Biggest Loser"** and **Feeding America's "Pound for Pound Challenge,"** the Food Bank's "WEIGH TO GO! Fitness and Weight Loss Challenge" will challenge contestants to lose weight over an 8-week period, and will encourage them to recruit sponsors to pledge a \$1 donation for every pound the participant loses. All monies raised will be donated to the Food Bank of Yolo County.

WEIGH TO GO! Fitness and Weight Loss Challenge participants will receive exclusive special offers from partnering organizations like Subway Restaurants, Davis Athletic Club, Woodland Healthcare and Cross Court Athletic Club. Registration is ongoing and information and materials will be made available online at: www.foodbankyc.org beginning January 29. Participants may also call 530.668.0690 x 106 to register by phone.

About the Food Bank of Yolo County

Located in Woodland, CA, the Food Bank of Yolo County began as an all-volunteer effort in 1970. For the past forty years the Food Bank has proudly worked to effectively meet the food and hunger needs of thousands of Yolo County residents by overseeing the solicitation, storage and distribution of food from an established network of growers, manufacturers, wholesalers and grocery stores. Through programs, publications and outreach events, the Food Bank continues to demonstrate its commitment to the people of Yolo County by offering unique volunteer opportunities, fostering a strong sense of community and promoting nutrition and healthy living throughout the region.

Contact: Jose Martinez, Executive Director
Food Bank of Yolo County
Phone: 530.668.0690
josem@foodbankyc.org

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