

February 16, 2011

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Pledge to lose a pound, or two, or 20 and Feeding America will receive the equivalent of one pound of food for every pound you pledge to lose.

The staff at the Burleson Recreation Center (the BRiCk) has made that pledge through the Pound For Pound Challenge, the brainchild of the Biggest Loser fitness program. The BRiCk staff wants you to sign up on their team to help feed the needy children and families in the Burleson and Dallas-Fort Worth area.

It's easy. Go to www.pfpchallenge.com and click on Teams. Type in Burleson Recreation Center and hit search. Enter your date of birth and your zip code (76028). The food bank that serves your community will be Tarrant Area Food Bank in Fort Worth.

Now it is time to make that pledge. You can either pledge a number of pounds (the maximum is 50), or, pledge to maintain your current healthy weight (which is the equivalent of pledging five pounds of weight loss). Once you have checked the pledge box, register by entering your first and last name, an e-mail address, and password. You will also be asked what grocery store you shop regularly. You choose whether you want your first name, city, state, food bank and team name displayed on the Pound For Pound news feed, and to allow your first name to be visible to your team leader.

For every pound you pledge to lose through May 31, 2011, the Pound For Pound Challenge will donate 11 cents to Feeding America. Eleven cents is enough to secure one pound of groceries on behalf of local food banks. During the registration process, you can invite your friends to join you. You can also become a fan of the Pound For Pound Facebook page and spread the word to your friends through social media.

The Tarrant Area Food Bank serves the Burleson Ministerial Alliance's Harvest House as well as agencies in Alvarado, Cleburne, Grandview, Joshua, Lillian, Venus, Arlington, Fort Worth, Bedford, Euless, Grapevine, Haltom City, Hurst, Keller, North Richland Hills, Azle, Crowley, Everman, Forest Hill, Grand Prairie, Kennedale, Lake Worth, Mansfield, River Oaks, Saginaw, Sansom Park, Watauga, and White Settlement.

For more information on the Pound For Pound Challenge and joining the Burleson Recreation Center team, call the BRiCk at 817-426-9104.