



Cheryl Hradecky
Curves/Sports Arena owner
619-222-8555
sdcheryl@earthlink.net

Chris Carter
San Diego Food Bank
619-857-2314
ccarter@sandiegofoodbank.org

Diane Rumbaugh
Rumbaugh Public Relations
805-493-2877
rumbaugh@earthlink.net

Curves Fitness Centers Team Up With San Diego Food Bank for 11th Annual Food Drive: March 9 - 27

San Diego, Calif. – Feb. 20, 2009 – San Diego County Curves women's fitness centers are participating in the 11th Annual Curves Food Drive with collected items going to the San Diego Food Bank. Curves locations are accepting non-perishable food from March 9 through 27.

This year's Curves' food drive coincides with an exponential increase in demand for food assistance which the San Diego Food Bank blames on the sinking economy as rising prices, job layoffs, rising rents, home foreclosures and stagnant wages force thousands of low-income working families, increasing numbers of middle class families and fixed-income seniors to turn to the Food Bank for help.

Programs such as the San Diego Food Bank's Emergency Food Assistance Program (EFAP) illustrate the surge in demand. EFAP, intended for families in immediate need, increased by 21,043 people in 2008.

"We are absolutely delighted that Curves is uniting behind us to fight hunger in San Diego County," says Scody Hage, San Diego Food Bank CEO. "We are seeing thousands of new and increasingly middle class families coming to us every month who are struggling to put food on the table. Every can of food the Curves' food drive raises will mean that a person doesn't have to go to bed hungry."

Last year, the Curves Food Drive collected almost 11 million pounds of food in communities all over the world. This year, Curves hopes to collect 15 million pounds to help even more people in need of healthy food. As an added incentive, anyone who brings in a grocery bag filled with non-perishable food to a Curves location during the drive can sign up for a 12-month membership and waive the sign-up fee (normally \$199). New members receive a figure analysis, a health history review, training and weight goals and a first workout. Last year, a quarter of a million new members joined Curves during the food drive.

"Our members have always generously donated food during the drive throughout the years. We encourage everyone to contribute, regardless of whether they are members," says Cheryl Hradecky, owner of a Curves (3960 W. Pt. Loma Blvd.) in San Diego. "We're happy to help the community in this way during a time of year when food banks run low. Most donations are received during the holidays, but the need remains throughout the following months. Our center's goal is to deliver 1,000 pounds of quality food for neighborhood distribution."

In addition to food, the Food Bank also accepts toiletries and baby items such as diapers and wipes.

For a Curves near you, go to www.sdcurves.com or call 877-772-2287.

About Curves

Curves is the world's largest fitness franchise with more than four million women members worldwide in more than 10,000 locations. It offers its members a 30-minute regime that works every major muscle group with strength training, cardio and stretching. For more information, visit www.curves.com.

About San Diego Food Bank: Established in 1977, the San Diego Food Bank is a critical component to the welfare of San Diego County, providing food to people in need, advocating for the hungry and educating the public about hunger-related issues. Through a combination of government programs and partnerships with more than 300 San Diego County non-profit charities, SDFB acts as a central repository and distribution point for government and donated food. Funded by foundations, grants, the USDA, corporations, sponsors and individual donors, SDFB distributes more than 10 million pounds of food annually to individuals, families and a network of non-profit organizations that work to alleviate hunger throughout the county. For more information, please visit www.sandiegofoodbank.org.

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