Fitbit Launches FitForFood Campaign to Help Feed Americans Struggling with Hunger

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Fitbit partners with Joel McHale to encourage consumers to get active and do good by burning 1 billion calories which Fitbit will donate as 1.5M meals to Feeding America.

SAN FRANCISCO—(BUSINESS WIRE)—As we head into February, a time when New Year’s resolutions notoriously start to fall off, Fitbit's FitForFood campaign encourages consumers to stick to a healthy resolution that is both “good for me” and “good for we.”

WHO: Fitbit, Inc., the global leader in the Connected Health and Fitness category; Feeding America, the nation's largest hunger-relief organization; and Joel McHale, comedian and actor.

WHAT: Fitbit® is partnering with Feeding America to help provide meals to families in need through a motivational charitable program called FitForFood. The goal is for participants to burn 1 billion calories, which Fitbit will donate in the form of 1.5 million meals for Feeding America.

HOW: Burn more, give more. It's that simple. Anyone using a Fitbit device can opt in to have the calories they burn by being active count toward meals for people in need. Go to www.fitbit.com/fitforfood to sign up and opt in. Anyone without a Fitbit device will be given the option to purchase one during the sign-up process.

WHERE: Across the U.S.

WHEN: FitForFood program sign up and information will be available on Jan. 27, 2015, with the virtual race to 1 billion calories burned officially kicking off on Feb. 3, 2015. Register here.
ABOUT OUR PARTNERS:

A spokesperson for and partner of FitForFood, Joel McHale is a comedian and actor. He is known for hosting The Soup and for his role on the comedy series Community, which will next be seen on Yahoo. Joel will be participating and tracking all his active calories burned using his Fitbit Surge. He has also created this exclusive video for the FitForFood campaign to help generate excitement and awareness for the cause.

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, they provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Visit www.feedingamerica.org.

About Fitbit

Fitbit designs products and experiences that track everyday health and fitness, empowering and inspiring people to lead healthier, more active lives. As the leader in the fast-growing Connected Health & Fitness category, Fitbit’s diverse line of award-winning products includes Fitbit Surge, Fitbit Charge HR, Fitbit Charge, Fitbit Flex, Fitbit Zip and Fitbit One activity trackers, as well as the Aria Wi-Fi Smart Scale. Fitbit products are carried in more than 25,000 North American retail stores, 37,000 stores around the globe, and sold in 48 countries. Headquartered in San Francisco, Fitbit is privately held and funded by Foundry Group, Qualcomm Ventures, Sapphire Ventures, Softbank Capital, SoftTech VC and True Ventures.

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