

NEWS RELEASE

FOR IMMEDIATE RELEASE

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50 Million Pound Challenge Teams up with Magic City Classic to bring Fans Football, Fitness & Fun Challenge teams launched for ten fall football Classics, fans can score own fitness goals, win prize for school

Birmingham, AL – Wednesday, October 22 – Dr. Ian Smith's *50 Million Pound Challenge*—the free national campaign rallying people to “Give up the pounds, not the fight” will join the Magic City Classic this weekend. ASU and AAMU marching bands have launched a *Challenge* competition. The winning team at 50millionpounds.com will win \$2,500 for their band!

Launched April 2007, *The Challenge* has already inspired 675,000 people to take control of their health and take off more than 2.8 million pounds to fight the epidemic of excess weight taking so many U.S. lives. “It is extremely inspiring and rewarding to see people shed pounds and gain self-esteem, health and happiness because of their participation in *The Challenge*,” said Dr. Ian Smith, initiative founder, physician, author of the *NY Times* #1 best-seller *The Fat Smash Diet* and diet expert for VH1's *Celebrity Fit Club*. “Whether it's on the field of play or in the places we pray, Americans are teaming up to take *The Challenge* and turn back these deadly health trends. The *Challenge* has 15,000 teams helping members lose on average 25% more weight. That's a winning formula.”

In the spirit of team competition, “The Marching Hornets (ASU)” are challenging “The Show Band of the South (AAMU)” through the *50 Million Pound Challenge*. The band whose *Challenge* team has the most members will receive a \$2,500 donation and recognition at the Magic City Classic Game.

The Challenge has also launched the [HBCU Gridiron Challenge](#). Fans can support their football teams and score their own fitness goals by joining [ASU Band Sting Team](#), [AAMU Dawg Pound](#) or other *Challenge* teams at [50millionpounds.com](#). Similar challenges will take place at nine other Classic gridiron contests nationwide this fall. Once registered, people can join or start any team they like, and teams adding the most members can win money for their school.

Show Your Team Spirit – Join the HBCU Gridiron Challenge – Oct-Nov. 2008

Gridiron Classic Game	Location	Date	Competing School Football Teams	Sign up for Competing Challenge Fitness Teams
•Prince Georges Classic	Bowie, MD	Oct 4	Bowie State U v. Lincoln U (PA)	BSU Alumni Bulldogs v. LU Alumni Lions
•State Fair Classic	Dallas, TX	Oct 4	Grambling State U v. Prairie View A&M	Grambling St.U Alumni Tigers v. Prairie View A&M U Alumni Panthers
•N. Carolina A&T Homecoming	Greensboro, NC	Oct 10-12	North Carolina A&T v. Morgan State U	NCA&T Alumni Aggies v. MSU Alumni Bears
•Howard U. Homecoming	Washington, DC	Oct 16-18	Howard U v. Morgan State U	Bison Stampeders v. MSU Alumni Bears
•Virginia St. Homecoming	Petersburg, VA	Oct 25	Virginia State U v. Lincoln U (PA)	VSU Alumni Trojans v. LU Alumni Lions
•Magic City Classic	Birmingham, AL	Oct 25-27	Alabama A&M v. Alabama State	The AAMU Dawg Pound v. ASU Band Sting Team
•Fountain City Classic	Columbus, GA	Nov 3-4	Fort Valley State U v. Albany State U	FVSU Alumni Wildcats v. ASU Alumni Rams
•Capital City Classic	Jackson, MS	Nov 17-22	Jackson State v. Alcorn State	JSU Alumni Tigers v. ASU Alumni Braves
•Florida Classic	Orlando, FL	Nov 21-22	Bethune-Cookman U v. Florida A&M U	B-CU Wildcats Team v. FAMU Rattlers
•Bayou Classic	New Orleans, LA	Nov 29	Southern U. v. Grambling	Southern University Jaguars v. Grambling State U. Alumni Tigers

Backed by hundreds of civic and celebrity champions, elected officials, churches, colleges, cities, and national health and civic groups, *The Challenge* is one of the most far-reaching initiatives of its kind. Anyone can join at [50millionpounds.com](#). Thanks to sponsor State Farm, the site offers free resources including a 30-day diet plan and personal weight and activity trackers to make fitness easier and more fun.

A study in the July 2007 *New England Journal of Medicine* found close friends and family set a powerful example for each other—they tend to gain, but can also lose weight, together. *The Challenge* aims to reach its goal by making it easier for millions to come together to fight the epidemic of excess weight. Today, more than 135 million Americans, and two-thirds of adults are overweight, with the obesity rate doubled in the last few decades. Each week 10,000 die from heart disease, stroke, diabetes, cancer and other illness related to inactivity and diet. African Americans are especially hard hit—80% of women and 67% of men face higher risk from weight-related illness, with life expectancy five years below the U.S. norm.

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About The 50 Million Pound Challenge:

Dr. Ian Smith's *50 Million Pound Challenge* is a national health initiative encouraging people to come together and take control of their health by getting fit, losing excess weight and turning back the deadly toll of weight-related diseases that threaten nearly half of Americans and hits the African-American community especially hard. *The Challenge*, a free campaign supported and endorsed in name and deed by national civic and health organizations, is sponsored by State Farm.

About Dr. Ian Smith:

Dr. Ian is a diet expert on *VH1's Celebrity Fit Club* and author of the *NY Times* #1 best-sellers *Fat Smash Diet* and *Extreme Fat Smash Diet*, and other works of fiction and non-fiction. He hosts his own TV and radio shows, *BET's Meet the Faith* and *HealthWatch* on *American Urban Radio Network*. Dr. Ian is a contributor to *The View* and *Men's Health Magazine*. He has filed reports and written for *NBC Nightly News*, *Today Show*, *Essence*, *Ebony*, *People*, *Cosmopolitan* and the University of Chicago's *Medicine on the Midway*.

About State Farm:

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