

# Food Bank of Western Massachusetts Receives Donations From foodtweeks™ As App Users Trim Calories

*Free Mobile App Is Partnering Weight Control Technology With Fighting Hunger Through Donations to Food Banks*



STAMFORD, CT, UNITED STATES, August 19, 2014 /EINPresswire.com/ -- STAMFORD, CT – [foodtweeks™](http://foodtweeks.com), a free app that combines weight management with feeding the hungry, announced that the Food Bank of Western Massachusetts in Hatfield, MA has joined the nationwide network of foodtweeks™-affiliated food banks.

“

"The Food Bank of Western Massachusetts is excited to work with foodtweeks™ to enable consumers to support our work to feed our neighbors in need in a fun and effortless way."

*Andrew Morehouse,  
Executive Director*

This partnership was established due to the foodtweeks™ app's ability to encourage community involvement in the fight to end hunger while making healthier choices for themselves. Each time a foodtweeks™ user reports "tweeking" (trimming calories from their food), the Food Bank of Western Massachusetts receives donations from foodtweeks™, enabling the food bank to distribute an equal number of nutritious calories to hungry families.

To further encourage the community's engagement, foodtweeks™ has created a way to share a "tweek" on Facebook or Twitter which doubles or triples each donation. foodtweeks™ believes that getting everyone talking by

activating social media is essential to creating awareness for the fight to end hunger in America.

"foodtweeks™ is proud and excited to support the Food Bank of Western Massachusetts," said Elisa Shannon, foodtweeks™ Executive Vice President of Partnership Development. "The Food Bank of Western Massachusetts is a highly committed and respected organization that provides outstanding service to food-insecure members of our community."

With foodtweeks™, it is possible for weight-conscious consumers to be "heroes" who serve their communities by feeding the hungry, and they get to do it while cutting calories from their favorite foods in an easy, enjoyable way.

As an organization that distributes at least 6.8 million meals a year to struggling families and individuals, the Food Bank of Western Massachusetts creates a positive impact on the lives it touches. With over 15,000 people seeking assistance each week from the food bank or one of its 300 member agencies, it is an important food bank to provide community support through the foodtweeks™ app.

"The Food Bank of Western Massachusetts is excited to work with foodtweeks™ to enable consumers to support our work to feed our neighbors in need in a fun and effortless way, while also consuming fewer calories on a daily basis," said Andrew Morehouse, Executive Director of The Food Bank of Western Massachusetts. "foodtweeks™ aligns with our goals and further allows us to lead the community to end hunger. A couple days of tweeking allows us to provide a nutritious meal to a hungry family."

One feature that makes the app easily integrated into daily life is that foodtweeks™ offers a unique approach to weight management. Users simply tell the app what food they are thinking of buying, eating or preparing. The app instantly displays images of suggested "tweeks" that remove enough calories to make a positive difference – but not in a way that changes the taste or leaves users hungry.

foodtweeks™ maintains a crowdsourced picture database of more than 44,000 small changes that show users how to "tweek" everything from a particular brand of cheeseburger at a national restaurant chain to grocery store purchases, and homemade dishes of every kind.

foodtweeks™ is rapidly expanding its partner-base to food banks all across the nation, with more joining each week, according to Ms. Shannon, herself a former food bank executive. Food banks that wish to affiliate with foodtweeks™ may contact Ms. Shannon by email at [elisa@foodtweeks.com](mailto:elisa@foodtweeks.com).

Jay Walker, the inventor of foodtweeks™, is also the chairman of Patent Properties and curator of TEDMED, the health and medicine edition of the famous TED conference. A noted entrepreneur, Mr. Walker has founded three companies that serve more than 50 million customers. He is best known as the creator of Priceline, which brought a new level of value to the travel industry.

<http://www.foodtweeks.com/>

<https://www.facebook.com/Foodtweeks>

<https://twitter.com/Foodtweeks>

<https://foodtweeks.tumblr.com>

Donnetta Campbell  
BarnYardGroup  
6465321512  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.