



FEED YOUR SOUL AND YOUR CITY

SATURDAY, SEPT. 15, 2018
8 a.m. - 1 p.m.

5 BRYANT PARK, NEW YORK, NEW YORK





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FOR MORE INFORMATION, CONTACT:

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FOR IMMEDIATE RELEASE

SOULCYCLE TO PARTNER WITH THE FOOD BANK FOR NEW YORK CITY

NEW YORK, Dec. 4, 2017—SoulCycle announced today that it will be partnering with the Food Bank for New York City and its mission to raise money in order to help combat hunger in all five boroughs. On Saturday, Sept. 15, 2018, SoulCycle will be hosting an event called Feed Your Soul and Your City with all proceeds benefiting the Food Bank for New York City.

This event will include multiple cycling classes taught by SoulCycle instructors at the Bryant Park SoulCycle location, 5 Bryant Park, New York, New York. After each class, participants will receive a coupon to use at any SoulCycle location in New York City, where they will receive 10 percent off of a single class with proceeds benefiting the Food Bank for New York City. Additionally, SoulCycle will donate the total earnings from the day of the event to the Food Bank for New York City.

Feed Your Soul and Your City is being held in September because it is Hunger Awareness Month. The event is open to the public, and all are welcome to participate. The event will take place from 8 a.m. to 1 p.m. There will be five 45-minute cycling classes with 15-minute breaks between classes. Participants are encouraged to sign up online at www.soul-cycle.com for their desired class time. The registration fee starts at \$50; however, participants can donate more if they desire.

SoulCycle and the Food Bank for New York City are excited to announce their partnership with model Karlie Kloss. A hunger activist and advocate of an active, healthy lifestyle, Kloss will participate in the first cycle class of the event. Kloss will speak at the beginning and the end of Feed Your Soul and Your City.

CEO of SoulCycle Melanie Whelan said, "Feed Your Soul and Your City is the perfect name for the event as the classes will 'feed your soul,' and your donation will 'feed your (more)"

city.’ It is also a clever play on the name of brand, which we love. Our company aims to help people live as healthy as possible. We hope that we can help combat hunger in our city and help more people live healthier lives. We are looking forward to this event and our partnership with the Food Bank for New York City.”

SoulCycle has had great success with past charity events. The Food Bank of New York City has provided over one million free meals with the money it has raised. Feed Your Soul and Your City will further help fight hunger in New York City.

“We are super excited to partner with SoulCycle for this event. We love what its brand embodies. It has a huge client base, which will help bring a lot of attention and participation to our event,” said Margarette Purvis, the president and CEO of the Food Bank for New York City. “We hope that through Feed Your Soul and Your City and the discounted SoulCycle classes, we are able to raise a lot of money to help our fight against hunger.”

For more information on this event, visit either <https://www.soul-cycle.com> or <http://www.foodbanknyc.org> .

SoulCycle:

Our mission is to bring Soul to the people. Our one of a kind, rockstar instructors guide riders through an inspirational, meditative fitness experience that’s designed to benefit the body, mind and soul. Set in a dark candlelit room to high-energy music, our riders move in unison as a pack to the beat and follow the signature choreography of our instructors. The experience is tribal. It’s primal. It’s fun. We call it a cardio party. Our riders say it’s changing their lives. With every pedal stroke, our minds clear and we connect with our true and best selves. Through this shared SOUL experience, our riders develop an unshakeable bond with one another. Friendships are made and relationships are built. In that dark room, our riders share a Soul experience. We laugh, we cry, we grow — and we do it together, as a community.

Food Bank for New York City:

Our Mission: To end hunger by organizing food, information and support for community survival, empowerment, and dignity. Food Bank For New York City has been working to end food poverty in our five boroughs for more than 30 years. As the city’s largest hunger-relief organization, we employ a multifaceted approach centered on helping low-income New Yorkers overcome their circumstances and achieve greater independence.

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MEDIA ALERT

FOR IMMEDIATE RELEASE

SOULCYCLE TO PARTNER WITH THE FOOD BANK FOR NEW YORK CITY

SYRACUSE, N.Y., Dec. 4, 2017—SoulCycle will host a press conference to announce its partnership with the Food Bank for New York City for the event, Feed Your Soul and Your City. The event includes five cycling classes at the Bryant Park SoulCycle location, with all proceeds benefiting the Food Bank for New York City.

What: A press conference to announce the partnership between SoulCycle and the Food Bank for New York City for an event.

Who: Melanie Whelan, CEO, SoulCycle; Margarette Purvis, president and CEO, Food Bank for New York City; Karlie Kloss, model; Kelly Rogan, director of communications, SoulCycle

When: Monday, Dec. 4, 2017, from 12:50 p.m. to 1:20 p.m.

Where: the I-3 Center in Newhouse 3 at Syracuse University.

RSVP to Kelly Rogan at kjrogan@syr.edu or 732-609-6326 by September 14, 2018.

SoulCycle:

Our mission is to bring Soul to the people. Our one of a kind, rockstar instructors guide riders through an inspirational, meditative fitness experience that's designed to benefit the body, mind and soul.

Food Bank for New York City:

Our Mission: To end hunger by organizing food, information and support for community survival, empowerment, and dignity. Food Bank For New York City has been working to end food poverty in our five boroughs for more than 30 years.

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Melanie Whelan
CEO

Melanie Whelan became the CEO of SoulCycle in June of 2015, although she has been a leading force in the company since April of 2012. Before joining the SoulCycle team, she worked as the vice president of business development at Equinox. She also served as the vice president of corporate development at Virgin before her time at Equinox. Her career began in 1999 as the corporate development manager at Starwood Hotels and Resorts.

Whelan has a bachelor's degree in engineering and economics from Brown University. She has been honored with three major awards: one of Fast Company's Most Creative People in Business in January 2017; Crain's New York Business's 40 Under 40 in March 2016; and Fortune's 40 Under 40 in September 2015.

In her spare time, Whelan enjoys travelling and spending time with her husband and two children.

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December 2017



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New York, NY 10006
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Margarette Purvis
CEO and president

Margarette Purvis has been the president and CEO of the Food Bank for New York City since October of 2011. Purvis was the CEO and principal of PCG Services, before joining the Food Bank for New York City. Prior to her position at PCG, Purvis was the vice president of national programming at the Hands on Network.

Purvis graduated from Dillard University with a bachelor's degree in urban studies and public policy. Mayor Bill de Blasio appointed Purvis to an advisory board for the New York City Children's Cabinet and Community Schools. The New York Business Journal named her as a "Woman of Influence." She was also recognized on the NonProfit Times' 2014 Power and Influence Top 50, a list of national nonprofit leaders.

In her leisure time, Purvis likes to stay involved. She serves as a board member of the James Beard Foundation. Purvis is also proud of her membership and involvement in Links Incorporated and the Women's Forum of New York.

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Kelly Rogan
director of communications

Kelly Rogan became the director of communications for SoulCycle in July of 2016, although she has been working for the company since May of 2014. Before joining the SoulCycle team, she held various public relations internships where she gained real work experience. Rogan interned at SoulCycle the summer before her senior year of college. At the end of her internship at SoulCycle, she was offered a full-time job with the company upon graduation.

Rogan graduated from Syracuse University's S.I. Newhouse School of Public Communications in May of 2014. She majored in Public Relations and minored in both marketing and political science. She also graduated with honors from the Renée Crowne University Honors Program.

In her personal time, Rogan enjoys spending quality time with her friends and family. She also loves traveling and being at the beach.

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FACT SHEET: *FEED YOUR SOUL AND YOUR CITY*
December 2017



- Founded in 2005 on the belief that fitness could be inspiring
- Specializes in creating an electric atmosphere for cycling classes
- Started with one studio, now expanded to over 66 studios nationwide
- Sells customized apparel and its own indoor bike
- Has three methods to promote philanthropy partnerships
- Partnered with Equinox in 2011
- Mobile app launched in 2015
- CEO: Melanie Whelan
- Founded as an independent, nonprofit organization in 1983
- Core values are network, stewardship, talent and innovation
- Provides approximately 62 million free meals per year
- Impacts more than 50,000 children, teens and adults
- Grown to be New York City's largest hunger-relief organization
- CEO and president: Margarette Purvis

Hunger in New York City

- In New York City, approximately 1.4 million residents rely on emergency food programs, such as food pantries and soup kitchens.*
- One out of every five children in New York City rely on food pantries or soup kitchens.*
- It is estimated that around 15 percent of New York City residents are food insecure.*
- New York City residents alone account for more than 50 percent of food insecure people in the state of New York.*
- New York City's meal gap is approximately 225 million.*
- More than half of the meal gap of New York State consists of New York City residents.*

*Source: Research and Reports of the Food Bank for New York City

Feed Your Soul and Your City

- Held at the Bryant Park SoulCycle location, 5 Bryant Park, New York, New York, on Saturday, Sept. 15, 2018 from 8 a.m. to 1.p.m.
- Includes five 45-minute cycling classes
- SoulCycle will donate all of the proceeds from the event to the Food Bank for New York City
- Participants will receive one 10 percent off coupon to use at any SoulCycle location in New York City
- Model Karlie Kloss will be in attendance
- Pre-registration starts at \$50 at <https://www.soul-cycle.com>

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BACKGROUNDER: FEED YOUR SOUL AND YOUR CITY
December 2017

SoulCycle

SoulCycle is a company that hosts indoor cycling classes, which are meant to not only transform the way you look but also the way you feel. Founded in 2005, SoulCycle specializes in creating an electric atmosphere for cycling classes.

Co-founders Elizabeth Cutler and Julie Rice met in 2005, eventually developing a workout that was both efficient and joyful. One year after inception, the first studio was opened in 2006 on W. 72nd St. New York, New York.

The company has expanded to include more locations and also more services. SoulCycle has now expanded to over 66 studios nationwide with plans to grow internationally. SoulCycle sells workout apparel for both men and women, workout accessories and cycling shoes. These items can be purchased at all SoulCycle locations and online. The company also launched its own indoor bike, the SoulCycle bike. All locations use the SoulCycle bike, and it is also available for purchase online. The company was purchased by fitness giant Equinox in 2011.

SoulCycle has three different methods to promote philanthropy partnerships. The SoulScholarship program currently runs in New York City, Washington DC and Los Angeles. This scholarship program allows SoulCycle to give underserved adolescents the opportunity to access quality fitness, nutrition and wellness programs. Secondly, SoulCycle offers Soul Charity Rides. These charity rides are normal SoulCycle classes,
(more)

except that all the proceeds go to the specific designated cause. SoulCycle raises over \$2 million each year in charity rides. Lastly, all headquarters employees participate in SoulService, which is organized service benefiting the New York City community.

Melanie Whelan was promoted to CEO in June of 2015, after serving as COO of SoulCycle for a little over three years. Whelan is responsible for the rapid growth and success of SoulCycle.

SoulCycle:

Our mission is to bring Soul to the people. Our one of a kind, rockstar instructors guide riders through an inspirational, meditative fitness experience that's designed to benefit the body, mind and soul. Set in a dark candlelit room to high-energy music, our riders move in unison as a pack to the beat and follow the signature choreography of our instructors. The experience is tribal. It's primal. It's fun. We call it a cardio party. Our riders say it's changing their lives. With every pedal stroke, our minds clear and we connect with our true and best selves. Through this shared SOUL experience, our riders develop an unshakeable bond with one another. Friendships are made and relationships are built. In that dark room, our riders share a Soul experience. We laugh, we cry, we grow — and we do it together, as a community.

Food Bank for New York City

The Food Bank for New York City is an independent nonprofit organization that aims to end hunger and food poverty in all five boroughs. The Food Bank for New York City is proud to be a member of Feeding America and to meet the Better Business Bureau's charity standards. It combats hunger by not only organizing food but also information and support, to empower those who it helps. It employs a versatile approach concentrated on assisting low-income New Yorkers, so they have enough to eat and so that their basic needs are met, allowing them to live with dignity.

Founded in 1983 by community leaders concerned with the rising number of homeless men, the Food Bank for New York City now serves men, women, children, veterans and the disabled including those who work full and part-time jobs. The Food Bank for New York City operates on four core values: network, stewardship, talent and innovation. It believes that if food, funds and focus are all combined, then the city's meal gap truly can be reduced.

(more)

In its 34 years of operation, it has grown to be New York City's largest hunger-relief organization. It provides low-income New Yorkers with approximately 62 million free meals per year and impacts more than 1.5 million children, teens and adults. Every minute, 120 meals are delivered to its vast network of over 1,000 schools and charities.

Currently, The Food Bank for New York City has fundraising partnerships with CitiGroup, Target Corporation, Bank of America, Delta Airlines, the New York City Wine and Food Festival and countless other companies. The financial support of these partners is essential for the operation and success of the Food Bank for New York City.

Margaret Purvis has been the president and CEO of the Food Bank for New York City since October of 2011. Before her promotion to president and CEO, Purvis developed the Food Bank's educational program and fundraised unforeseen amounts of money. Purvis is the main visionary and strategist for the country's most prosperous food bank. She manages all four locations and a team of 178 staff members, along with thousands of volunteers.

The Food Bank for New York City continues to make strides in combatting hunger in all five boroughs and helping vulnerable New Yorkers.

Food Bank for New York City:

Our Mission: To end hunger by organizing food, information and support for community survival, empowerment, and dignity. Food Bank For New York City has been working to end food poverty in our five boroughs for more than 30 years. As the city's largest hunger-relief organization, we employ a multifaceted approach centered on helping low-income New Yorkers overcome their circumstances and achieve greater independence.

Hunger in New York City *

Hunger is one of the toughest obstacles that vulnerable, low-income New Yorkers face. Hunger in New York City can be observed in three different ways: emergency food, food insecurity and the meal gap.

In New York City, approximately 1.4 million residents rely on emergency food programs, such as food pantries and soup kitchens. One out of every 5 children in New York City rely on food pantries or soup kitchens. Similarly, 17 percent of adult women, 20 percent of seniors and 30 percent of veterans in New York City lean on emergency food programs.

(more)

Food security means that all people, at all times, have access to enough food to support an active, healthy life. Food insecurity is a huge issue across the United States, but it is extremely prominent in New York City. It is estimated that around 15 percent of

New York City residents are food insecure. Residents of New York City alone account for more than 50 percent of food insecure people in the state of New York.

The Meal Gap represents the number of meals missing from homes that are struggling to put enough food on the table. New York City's meal gap is approximately 225 million. This means that the New York City residents who are experiencing food insecurity fall short of a sufficient diet by 225 million meals per year. More than half of the meal gap of New York State consists of New York City residents. Hunger is clearly hitting residents of New York City very hard.

*source: Research and Reports of the Food Bank for New York City

Feed Your Soul and Your City

Feed Your Soul and Your City is a partnership between SoulCycle and the Food Bank for New York City. The name of this event is a play on the name of SoulCycle and the mission of The Food Bank for New York City. The classes will “feed your soul,” and your donation will “feed your city.”

The event will be held on Saturday Sept. 15, 2018, during Hunger Awareness Month. The event is open to the public, and all are welcome to participate. It will run from 8 a.m. to 1 p.m. and will include five 45-minute cycling classes at the Bryant Park SoulCycle location, 5 Bryant Park, New York, New York. Each session will be followed by a 15-minute break before the next class begins.

SoulCycle and the Food Bank for New York City are excited to announce their partnership with model Karlie Kloss. A hunger activist and advocate of an active, healthy lifestyle, Karlie Kloss will participate in the first cycle class of the event. Kloss will speak at the beginning and the end of Feed Your Soul and Your City. Melanie Whelan, CEO of SoulCycle, and Margarette Purvis, president and CEO of the Food Bank for New York City, will also be in attendance at Feed Your Soul and Your City.

SoulCycle will donate all of the proceeds from the day of the event to the Food Bank for New York City. All participants will receive a 10 percent off coupon to be redeemed at any SoulCycle location in New York City. Savings from this coupon will also be donated to the Food Bank for New York City. The registration fee starts at \$50; however, participants can donate more if they desire. Pre-registration is highly recommended and can be completed at <https://www.soul-cycle.com>.

For more information on Feed Your Soul and Your City, or on the partnership between SoulCycle and the Food Bank for New York City, please visit either <https://www.soul-cycle.com> or <http://www.foodbanknyc.org>.

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Hunger in New York City

By The Numbers



One out of every 5
children in NYC relies on
food pantries or soup
kitchens

1.4 Million

residents in New York City rely on
emergency food programs

15%

of New York
City residents
are food
insecure



Source: Research and Reports of the Food Bank for New York City



Works Cited

Press Release: <https://www.soul-cycle.com> ; <https://www.foodbanknyc.org> ;

<https://spoonuniversity.com/news/10-celebrities-helping-fight-end-world-hunger>

Fact Sheet: <https://www.soul-cycle.com> ; <https://www.foodbanknyc.org>

Backgrounder: <https://www.soul-cycle.com> ; <https://www.foodbanknyc.org> ;
<https://www.linkedin.com/in/mpurvis/> ; <https://www.linkedin.com/in/melanie-whelan-aa67861/>

Bio (Melanie Whelan): <https://www.linkedin.com/in/melanie-whelan-aa67861/> ;
<http://coveteur.com/2017/05/11/melanie-whelan-soulcycle-ceo-work-life-balance/> ;
<http://fortune.com/2015/10/02/soulcycle-ceo-ipo/>

Bio (Margarette Purvis): <https://www.linkedin.com/in/mpurvis/>

Bio (Karlie Kloss): <https://www.karliekloss.com> ; <https://www.kodewithklossy.com> ;
<https://www.teenvogue.com/gallery/karlie-kloss-christina-tosi-momofuku-karlies-kookies>