

Bringing Generations Together

Children Encouraged To Recognize Special Seniors In Annual Contest

(NAPSA)—KFC's Seventh Annual Colonel's Way™ Award Contest is encouraging children to pay tribute to seniors who have had a positive impact on their lives.

2002 Colonel's Way Award Contest

This year, children age 13 and under are being asked to submit an essay about a special senior who has had a positive impact on his/her life. In celebration of KFC's 50th anniversary, the person featured in the essay must be at least 50 years of age. Winners, including both the contest entrant and senior mentioned in the essay, will be recognized from each of the 50 states and the District of Columbia. State winners will be awarded a \$200 cash prize and \$25 in KFC gift checks. From that group, a grand-prize winner, including both contest entrant and senior mentioned in the essay, will be selected and awarded a \$5,000 cash prize and \$100 in KFC gift checks.

History of the Colonel's Way Award

The Colonel's Way Award was created in honor of Colonel Harland Sanders who founded KFC at the age of 62 and dedicated much of his later years to volunteering on behalf of children. Through his career, he leveraged his success to positively influence young people and teach them the values of hard work, honesty and respect for others. His philosophies and teachings made him a role model for youth and left a legacy for future generations to follow.

Contest Specifics

- Kids age 13 and under write and submit an essay (250 words



or less) about a special senior, age 50 or over, and why he/she is special to them.

- Contest rules are posted on www.kfc.com or can be requested via mail by sending a self-addressed stamped envelope to the Colonel's Way Award Contest, c/o Edelman, 200 E. Randolph Drive, 63rd Floor, Chicago, IL 60601.

- Essays can be submitted online at www.kfc.com or mailed to the Colonel's Way Award at the above address.

- Entries must be submitted online or postmarked by December 31, 2002.

- One winner from each state and the District of Columbia will be chosen. One grand-prize winner will be selected from these winners.

- Winners will be notified in January 2003.