

GOOD CITIZENSHIP

Helping In The Fight Against Hunger

(NAPSA)—Sometimes visiting a restaurant helps feed your family *and* a family in need.

While largely invisible, hunger remains the world's largest cause of death, killing 25,000 people each day—more than wars, AIDS, tuberculosis and malaria combined. The United Nations' World Food Program (WFP), the front-line agency combating hunger in 80 poor countries, estimates the cost to fight hunger will increase 35 percent this year due to increased fuel and grain costs, as well as climate change.

Yum! Brands, Inc.—parent to KFC, Pizza Hut, Taco Bell, Long John Silver's and A&W All-American Food Restaurants—has a history of donating \$50 million in prepared foods annually. Now the company is joining the WFP's global efforts to rally awareness and action on hunger.

The company's one million employees are volunteering in local hunger-relief efforts while reaching out to 125 million weekly customers in 35,000 restaurants in 112 countries about global hunger.

Additionally, a new Web site, www.fromhungertohope.com, provides startling facts as well as solutions to fight hunger.

"This campaign will raise awareness among tens of millions around the world," said Josette Sheeran, executive director of Rome-based WFP, adding that innovative approaches to public



Actor Mario Lopez lends a hand as part of a new hunger-fighting initiative.

awareness and fund-raising are critical as needs increase.

The company's restaurant employees are hosting fund-raising events, volunteering at local food banks and encouraging customers to participate. National and local celebrities, including actor Mario Lopez, have joined in raising awareness, too.

"We truly believe we can make a difference and move from hunger to hope," said David Novak, the company's chairman and chief executive officer. Novak, who recently visited Guatemala on a humanitarian relief trip, is donating proceeds from his new book, "The Education of an Accidental CEO—Lessons Learned from the Trailer Park to the Corner Office" (Crown), to hunger relief efforts.