

## Trading One “Bucket” for Another: Broadcasting Legend Billy Packer Tips Off KFC’s Annual World Hunger Relief Effort

### *Donations at Local KFCs Go Directly to Fight Hunger Worldwide*

LOUISVILLE, Ky.--([BUSINESS WIRE](#))--It’s a slam dunk for the fight against world hunger. Former sportscaster and broadcasting legend Billy Packer helped “tip off” KFC’s World Hunger Relief Campaign at a local fundraiser in Charlotte, N.C. last week. The event, which featured an autograph and photo session with Packer and other celebrities, is one of many planned at KFC restaurants around the world, each with the goal of raising money to feed the hungry.

**“Donating just one dollar at a local KFC restaurant can provide four meals to feed hungry children.”**

Through November 20, 2011, consumers coast to coast are encouraged to make a donation at participating KFC® restaurants (no purchase necessary). Every dollar raised will go directly to fighting hunger around the world.

The world’s largest chicken restaurant chain has been a part of Yum! Brands’ annual campaign since 2007, with a goal of raising awareness, volunteerism and funds for the United Nation’s World Food Programme (WFP) and other hunger relief agencies. The effort spans 110 countries, 38,000 KFC, Pizza Hut and Taco Bell restaurants and over one million employees.

“Ensuring that everyone has the opportunity to have a good meal each day has been a big part of our mission since the launch of World Hunger Relief in 2007,” said KFC General Manager John Cywinski. “Knowing that nearly one billion people around the world go hungry daily is unacceptable, and we’re proud to be involved in this global effort to move people from hunger to hope.”

Since the partnership kicked off four years ago, more than one million Yum! Brands employees, franchisees and their families have volunteered more than 21 million hours to aid hunger relief efforts in communities worldwide. Nearly \$85 million has been raised

for WFP and other hunger relief organizations at KFC and other Yum! Brands restaurants around the world.

“I have some experience with ‘buckets’ on the basketball court and I’m thrilled to help KFC tip off its buckets of support for World Hunger Relief here in Charlotte,” said Packer. “Donating just one dollar at a local KFC restaurant can provide four meals to feed hungry children.”

For more information about Yum Brands’ and KFC’s commitment to World Hunger Relief or to make a donation, visit [www.fromhungertohope.com](http://www.fromhungertohope.com).

### **About KFC**

KFC Corporation, based in Louisville, Ky., is the world’s most popular chicken restaurant chain specializing in Original Recipe®, Extra Crispy™, Kentucky Grilled Chicken® and Crispy Strips with home-style sides, Hot Wings, and freshly made chicken sandwiches including the Double Down® and the Doublicious®. There are more than 15,000 KFC outlets in 109 countries and territories around the world serving some 12 million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM.) For more information, visit [www.kfc.com](http://www.kfc.com). Follow KFC on Facebook ([www.facebook.com/KFC](http://www.facebook.com/KFC)) and Twitter ([www.twitter.com/kfc\\_colonel](http://www.twitter.com/kfc_colonel)).

### **About Colonel Sanders**

The Kentucky Fried Chicken concept was pioneered by Colonel Harland Sanders (1890-1980), whose cooking career began at age six. Sanders held jobs ranging from streetcar conductor to insurance salesman, but his cooking skills were a constant throughout his life. In 1930, Sanders operated a service station in Corbin, Ky., and filled the stomachs of hungry travelers who stopped in to fill up their gas tanks. Sanders soon moved his restaurant across the street when he could no longer keep up with the demand from travelers who he had been feeding at his kitchen table. In 1935, the Kentucky Governor made Sanders an honorary Kentucky Colonel for his contributions to the state’s cuisine. Over the next decade, the Colonel perfected his secret blend of 11 herbs and spices and the basic cooking technique still used at KFC today. When Sanders was 65, a new interstate highway forced the closure of his restaurant and he

was left with only his recipe for fried chicken and a \$105 Social Security check. The Colonel hit the road and struck handshake deals with restaurant owners who agreed to sell his fried chicken. What began as a dream fueled by the Original Recipe, a no-quit attitude and a Social Security check grew into the world's largest chicken restaurant chain. Until he passed away in 1980 at the age of 90, the Colonel still traveled 250,000 miles a year visiting KFC restaurants around the world.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50041699&lang=en>

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