

**Lift a Life Foundation Mobilizes Nearly 200,000 Students Nationwide with
Second Annual “Lead2Feed World Hunger Leadership Challenge”
in Partnership with USA TODAY Charitable Foundation**

**Yum! Brands Foundation Awards Over \$250,000 in Grant Prizes to 100 Student
Teams For U.S. Hunger Relief Charities**

LOUISVILLE, KY, June 10, 2014 – Lift a Life Foundation announces five grand prize winners of the second annual “Lead2Feed World Hunger Leadership Challenge” in partnership with USA TODAY Charitable Foundation and Yum! Brands Foundation.

Nearly 200,000 middle and high school students in more than 850 schools and clubs participated in the nationwide challenge that encouraged students to hone their leadership skills through projects focused on solving hunger, locally or globally. Yum! Brands Foundation will provide over \$250,000 in prize money grants to 100 student teams for U.S. public charities engaged in hunger relief programs.

The “Lead2Feed World Hunger Leadership Challenge” is a teacher-led educational program that combines a standards-based curriculum on the topic of leadership along with the challenge of solving world hunger through service learning projects conducted by student teams.

Students use principles from Yum! Brands’ Chairman and CEO David Novak’s best-selling book, *TAKING PEOPLE WITH YOU: The Only Way to Make BIG Things Happen*, the basis for the Lead2Feed curriculum provided by USA TODAY Education. In the book, Novak shares the secrets of the unique “Taking People With You” leadership program he has developed and taught during his 16 years at Yum! Brands. All of his proceeds from the book go to the United Nations World Food Programme (WFP) in conjunction with Yum! Brands’ global hunger relief efforts.

“It’s very inspiring how Lead2Feed has encouraged nearly half a million students over the past two years to find creative ways to fight hunger in their local communities and around the globe,” said David Novak, Chairman and CEO, Yum! Brands, Inc. “It is exciting to watch Lead2Feed develop the next generation of leaders who are passionate about solving hunger. I truly believe that by teaching people how to lead the right way, we can make the world a better place together.”

“We were excited to see so many teachers from different disciplines such as agriculture, health, marketing, science, math and social studies participate in this year’s program, as well as Boys and Girls Clubs and JROTC groups,” said Diane Barrett, President, USA TODAY Charitable Foundation. “The free leadership program can fulfill class service project requirements that many school districts require for high school graduation or as part of the middle school curriculum while helping a 501c3 in their community,” said Barrett.

“We congratulate all Lead2Feed participants for their commitment to fight hunger in their communities and we believe it is our privilege to support the charities selected by these student teams,” said Laura Melillo Barnum, Executive Director of the Yum! Brands Foundation.

The five \$25,000 grand prize winning Lead2Feed school projects include:

- **The Harbour School – Owings Mills, Maryland:** A diverse group of students delivered gardening kits to 17 schools across eight states, packaged over 650 pounds of food and hosted a hunger education day for more than 100 people in the community.
- **Belgrade High School – Belgrade, Montana:** A team of high school agriculture students published a children’s book to raise hunger awareness in their community. The team also auctioned donated art, raising nearly \$2,000 for their local food bank.
- **Brielle Elementary School – Brielle, New Jersey:** Eighth graders volunteered more than 900 hours, collecting and delivering 2,700 pounds of food. The students also raised nearly \$4,000 for their local food bank through an online food drive.
- **Raymond S. Kellis High School – Glendale, Arizona:** Seven high school students raised funds, secured sponsors and collected donations to assist 35 families in the Mexican community of Arizpe. The students also delivered clothing, nonperishable food items and a donated solar panel to the Arizpe community.
- **The Walter Damrosch School – Bronx, New York:** A team of students worked with two local organizations to collect canned goods and nonperishable items to feed 525 people in their community. The students also used the World Food Program USA’s website to raise more than 60,000 grains of rice for hungry children around the globe.

In addition to the grand prize winners, Lead2Feed is also awarding \$5,000 grants to hunger relief programs selected by the following second place projects:

- **Boys and Girls Club – Dalton, Georgia**
- **Cornerstone Charter Academy High School – Belle Isle, Florida**
- **Design & Architecture Senior High – Miami, Florida**
- **Eisenhower High School – Lawton, Oklahoma**
- **Joseph L. Carwise Middle School – Palm Harbor, Florida**
- **Port Chester Middle School – Port Chester, New York**
- **St. Francis Episcopal Day School – Houston, Texas**

Teachers are invited to register now for next year’s challenge at www.lead2feed.com. The program can be followed on Facebook, Twitter, and YouTube through the links below:

Facebook: <http://www.facebook.com/Lead2Feed>

Twitter: <https://twitter.com/LeadtoFeed>

YouTube: <http://www.youtube.com/lead2feed>

For a complete list of winners, visit www.lead2feed.com

About World Hunger Relief

Yum! Brands' World Hunger Relief effort is the world's largest private sector hunger relief initiative. The effort spans more than 125 countries and territories, 40,000 KFC, Pizza Hut and Taco Bell restaurants and nearly 1.5 million employees, to raise awareness, volunteerism and funds for WFP and other hunger relief agencies. Since World Hunger Relief launched in 2007, the effort has raised more than \$150 million resulting in more than 600 million meals, saving the lives of millions of people in remote corners of the world. Yum! also addresses hunger through its Harvest program which has donated nearly 160 million pounds of food, valued at over \$700 million, to those at risk of hunger in the U.S.

About Lift a Life Foundation

The Lift a Life Foundation was established in 1999 by David and Wendy Novak. The mission of the Lift a Life Foundation is to lead the way with innovative programs that help people in need and develop future leaders. The Foundation focuses on creative partnerships that make a lasting impact in the primary areas of hunger relief, early childhood education, juvenile diabetes, military family support and leadership development. Since Lift a Life Foundation began, it has helped thousands of people in need through grants and programming support. David Novak is Chairman and CEO of Yum! Brands, one of the world's largest restaurant companies with over 40,000 KFC, Taco Bell, Pizza Hut restaurants more than 125 countries and territories, and author of the *New York Times* and *Wall Street Journal* best-selling book, *TAKING PEOPLE WITH YOU: The Only Way to Make BIG Things Happen*. He has been recognized as "2012 CEO of the Year" by *Chief Executive* magazine, one of the world's "30 Best CEOs" by *Barron's*, one of the "Top People in Business" by *FORTUNE* and one of the "100 Best-Performing CEOs in the World" by *Harvard Business Review*. He is the recipient of the 2012 UN World Food Program Leadership Award for Yum! Brands World Hunger Relief effort that raises awareness, volunteerism and funds to address this global problem. He also received the national 2008 Woodrow Wilson Award for Corporate Citizenship and is on the board of directors of the Yum! Brands Foundation and World Food Program USA. Wendy Novak is a lifelong philanthropist and volunteer, serving on the board of Directors for the Kentucky Chapter of the Juvenile Diabetes Research Foundation.

About Yum! Brands Foundation and Yum! Brands

Yum! Brands, Inc., based in Louisville, Kentucky, has over 40,000 restaurants in more than 125 countries and territories. Yum! is ranked #216 on the Fortune 500 List with revenues of over \$13 billion and in 2014 was named among the top 100 Corporate

Citizens by Corporate Responsibility Magazine. The Company's restaurant brands - KFC, Pizza Hut and Taco Bell - are the global leaders of the chicken, pizza and Mexican-style food categories. Outside the United States, the Yum! Brands system opened over five new restaurants per day, making it a leader in international retail development.

About USA TODAY Charitable Foundation

The USA TODAY Charitable Foundation, a 501(c)(3) organization, supports and builds alliances that enhance innovative, instructional programs and community outreach by providing the resources to promote opportunities and inspire all. It welcomes participation in efforts to engage, enlighten and inspire today's students and educators by opening their classrooms to the real world. The Foundation seeks funding from other foundations, private companies and organizations to help provide educational programs for elementary, secondary schools, community colleges and/or programs in specific disciplines or curriculum areas. The Foundation works with interested parties to collaborate on the creation of an educational program that meets the mission and goals for respective companies or organizations.