

Lead2Feed Student Leadership Program Mobilizes One Million Students to Feed the Need in Communities Across America

Student-led leadership projects awarded \$275,000 in grant prizes for U.S. nonprofits and \$170,000 in technology packages for winning schools

NEWARK, Del., May 11, 2016– Empowered to Lead. Inspired to Serve. Six student teams from middle and high schools around the country have won the fourth annual Lead2Feed Challenge and will be awarded \$25,000 each for their school's nonprofit of choice and \$10,000 in technology products for their school. The Lead2Feed Student Leadership Program is the nation's fastest growing leadership program, attracting more than a million students in 5,000 schools and clubs across all 50 states. Lead2Feed is where leadership and service learning intersect for measurable results.

Inspired and supported by Executive Chairman of Yum! Brands, David Novak, Lead2Feed helps fill a gap in middle and high school education with innovative leadership lessons. Since the program's inception in 2012, more than one million student members have put their leadership skills to work, volunteering a million hours of service, providing nearly three million meals and hosting thousands of charity events to address specific community and global needs.

Complementing Novak's legacy and starting a new legacy of their own, seniors at Eisenhower High School in Lawton, Oklahoma, who started the program four years ago as freshmen, have since motivated each successive ninth grade class to participate in the Lead2Feed Challenge. As a result of their exemplary leadership skills and tireless work to feed the community by raising the total funds needed to run the local Salvation Army chapter for three months, Eisenhower High School will be awarded the ALL IN Leadership Award, which includes a \$25,000 grant to their charity and \$10,000 in technology products for the school.

To win the Lead2Feed Challenge, students study leadership lessons, form teams and create programs to address a community need. This year, over 2,400 schools and clubs nationwide registered as Lead2Feed members. From those educators across 30 states who submitted student-led projects, six teams were selected based on the innovative and impactful programs they conducted to address a pertinent community need.

The six grand prize recipients are:

- **Eisenhower High School, Lawton, OK:** The prestigious ALL IN Leadership Award goes to Eisenhower High School's Ignition mentors, a group of senior class leaders who motivated the entire school to participate in Lead2Feed, successfully raising more than the total funds needed (\$2,715 or 21,000+ pounds of food) to run the local Salvation Army chapter for three months. Eisenhower High School has been a Lead2Feed Challenge honoree since 2013.
- **The Harbour School at Baltimore, Owing Mills, MD:** Over the course of 4,500+ service learning hours, the special needs student team, Harboring Hope, developed a local, national and international initiative with themed action packs about the social issues of hunger, poverty and illiteracy that were mailed to 16 states and seven countries. The team wrote and published children's books about each of the social issues. In addition, Harboring Hope and its partners collected over 2,000 pounds of non-perishable food items to donate to the Maryland Food Bank. The Harbour School has previously won the Lead2Feed Challenge in 2014 and 2015.
- **Odessa High School, Odessa, WA:** The school's FBLA chapter conducted two leadership projects aimed to support important needs in their area. Students planned, cooked and delivered 1,500 meals to the Mt. Tolman Fire Center to feed those battling Washington's largest wildfire. The meals fed the firefighters three times a day for one month. Students also implemented the Weekend Backpack Program with 2nd Harvest Food Bank by securing sponsors who donated \$6,974 for weekly backpack kits of food for weekends, Christmas break and through the summer. Odessa High School was a 2015 Lead2Feed Challenge winner.
- **Menchville High School, Newport News, VA:** The entire high school led a variety of service learning events, including collecting 6,594 canned items and \$1,000 in donations for the Peninsula Food Bank. Ten thousand meals and \$3,000 were raised for Stop Hunger Now.

Students also illustrated a coloring book that was donated to every elementary school student in Newport News and crafted ceramic bowls for Empty Bowls Auction and Fundraiser. Menchville High School was a 2015 Lead2Feed Challenge honoree.

- **Port Chester Middle School, Port Chester, NY:** Inspired by the book “A Long Walk to Water”, eighth graders at Port Chester Middle School's PC Hydration Nation team have committed to raise \$10,000 through social media and school-wide initiatives for Water for Sudan, an African charity that builds wells in villages and inspires local communities to build schools in Sudan. This project helps give children access to water and education to break the cycle of poverty.
- **Seneca High School, Louisville, KY:** The Redhawk Rangers student team “adopted” the community of Auxier to meet a variety of needs. The students donated over 350 nonperishable items and toiletries to the Auxier food pantry and installed new roofs over two homes and a school building. In addition, the team launched the Healthy Smiles campaign, reaching out to the Auxier community’s dentist offices, churches, and Hand In Hand Ministries to donate 1,500 dental supplies and nonperishables. Seneca High School was a 2015 Lead2Feed Challenge honoree.

Additionally, the Lead2Feed Student Leadership Program is awarding \$10,000 charitable grants and \$5,000 in technology products based on the outstanding work of these teams:

- Baylor School, Chattanooga, Tennessee
- Atlanta High School, Atlanta Louisiana
- Stockbridge High School, Stockbridge, Georgia
- Grassfield High School FBLA, Chesapeake, Virginia
- St. Francis Episcopal Day School, Houston, Texas
- Design and Architecture Senior High, Miami, Florida
- Jay M Robinson Middle School, Charlotte, North Carolina
- Raytown High School, Raytown, Missouri
- Grand Rapids Christian Middle School, Grand Rapids, Michigan
- Bagdad Unified School District FCCLA, Bagdad, Arizona

\$5,000 in charitable grants and \$2,000 in technology products were awarded based on the outstanding work of these teams:

- Spring Lake Park High School FCCLA, Spring Lake Park, Minnesota
- Coral Gables Preparatory Academy, Coral Gables, Florida
- Moody Middle School, Henrico, Virginia
- Glasgow High School AFJROTC, Newark, Delaware
- Mercy Academy, Louisville, Kentucky
- Fredonia High School, Fredonia, Kansas
- Chicago High School for Agricultural Sciences, Chicago, Illinois
- Winton Woods Middle School, Cincinnati, Ohio
- Topeka High School FCCLA, Topeka, Kansas
- The Walter Damrosch School, Bronx, New York

“Through Lead2Feed, student leaders across the country have committed to feeding the need in their community. It’s inspiring to see these students form teams, set a big goal, and create and execute a plan,” said David Novak, executive chairman of Yum! Brands. “Teaching people to lead is an invaluable skill that is lacking in academic curriculum today. The Lead2Feed Student Leadership Program helps fill this gap in middle and high school education and is making the world a better place for generations to come.”

The Lead2Feed curriculum incorporates leadership principles from Yum! Brands’ Executive Chairman David Novak’s book, “TAKING PEOPLE WITH YOU: The Only Way to Make BIG Things Happen.”

Students get hands-on experience with Novak's idea that the only way to make big things happen is to have other people by your side.

"Feeding young minds and local community groups in need are all part of this remarkable leadership program where students use 21st century skills - collaboration, critical thinking, communication and innovation - to hone their leadership skills and to benefit local nonprofits," said Diane Barrett, Executive Director of the Foundation for Impact on Literacy and Learning, Inc. "I am incredibly proud of the one million students who have used this program and are on their way to becoming successful leaders of the future."

To watch the action, get involved, and learn more, follow Lead2Feed:

- Web: <http://www.lead2feed.org>
- Facebook: <http://www.facebook.com/Lead2Feed>
- Twitter: <https://twitter.com/LeadtoFeed>
- Instagram: <http://instagram.com/leadtofeed>
- Pinterest: <http://www.pinterest.com/leadtofeed/>
- Students in action: www.lead2feed.org/lead2feed-featured-video

Complete rules and details on the Lead2Feed Challenge are available at: <http://www.lead2feed.org/how-to-participate/project-submission-rules/>

About Lead2Feed

The Lead2Feed Student Leadership Program was created by the Foundation for Impact on Literacy and Learning and the Lift a Life Foundation, with assistance from the Yum! Foundation, to encourage middle and high school students to hone leadership skills by completing a service project around a community need involving a public nonprofit 501(c)(3).

About Foundation for Impact on Literacy and Learning

The Foundation for Impact on Literacy and Learning, a 501(c)(3) organization, supports and builds alliances that enhance innovative, instructional programs and community outreach by providing the resources to promote new opportunities and participation. FILL is a supporting organization to the International Literacy Association. The foundation 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 and 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 promotes literacy and learning.

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 Executive Chairman of Yum! Brands, one of the world's largest restaurant companies with nearly 43,000 KFC, Taco Bell and Pizza Hut restaurants in more than 130 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. In April 2015, he received the prestigious 2015 Horatio

Alger Award for his commitment to philanthropy and higher education and became a lifetime member of the Horatio Alger Association of Distinguished Americans. 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 received the national 2008 Woodrow Wilson Award for Corporate Citizenship. He also is the founder of the world's first recognition brand, OGO, which stands for 'O Great One', a term coined by Novak to define influential people, such as family, friends or co-workers, who inspire and contribute to those around them. Wendy Novak is a lifelong philanthropist and volunteer. She serves on the advisory board for the Wendy L. Novak Diabetes Care Center.

About Yum! Brands, Inc.

Yum! Brands, Inc., based in Louisville, Kentucky, has nearly 43,000 restaurants in more than 130 countries and territories. Yum! is ranked #228 on the Fortune 500 List with revenues of over \$13 billion in 2015 and is one of the Aon Hewitt Top Companies for Leaders in North America. The Company's restaurant brands – KFC, Pizza Hut and Taco Bell – are the global leaders of the chicken, pizza and Mexican-style food categories. Worldwide, the Yum! Brands system opens over six new restaurants per day on average, making it a leader in international retail development.

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