

**FOR IMMEDIATE RELEASE**  
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## **Grassfield High School to Receive \$25,000 Grand Prize Leadership Award Foodbank to Benefit from School's Top Honor**

Norfolk, Va. – Grassfield High School, one of five student teams from middle and high schools around the country who have won the third annual Lead2Feed World Hunger Leadership Challenge will be awarded \$25,000 to give to the Foodbank of Southeastern Virginia and the Eastern Shore and will receive \$20,000 in technology products for their school in a presentation tonight. Lead2Feed is the nation's leading and fastest growing free service learning program which aims to solve world hunger by teaching leadership skills to students. Since its inception in 2012, nearly a million students in 3,500 schools and clubs participated across all 50 states donating more than 22,000 volunteer hours and one million meals to hungry families. Lead2Feed was developed by the USA Today Charitable Foundation, with support from Lift a Life Foundation and Yum! Brands Foundation.

To win the Lead2Feed World Hunger Leadership Challenge, students formed teams and created programs to end local and global hunger. This year, more than 1,000 teachers nationwide registered as Lead2Feed members. From those educators who submitted student-led projects, Grassfield High School team members were selected based on the innovative and impactful programs they conducted to combat hunger. The local team, known as the Famine Fighters, successfully met their goal of "Fighting Hunger One Plate at a Time" by creatively collecting over 1,100 pounds of food and raising hundreds of dollars to combat hunger in their community through events like a Movie Night Food Drive with "Stacy Claus" and a school-wide food drive. They also started the "Little Grizzlies" backpack program to supply food to local elementary students.

"We are very proud that the students worked so hard to receive this top leadership honor," said Joanne E. Batson, Chief Executive Officer of the Foodbank. "Not only will the Foodbank benefit as their charity of choice, but the community will be helped by the awareness the students have brought to the issue of hunger right here at home."

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“The Leadership Development students from the Governor's STEM Academy chose the Foodbank of Southeastern Virginia for one reason - they believed this organization would effectively deliver vital resources to those who need it the most,” said David Thaw Business & Marketing and Governor’s STEM Academy Instructor. “One of the Famine Fighters summed up the feelings of the entire group after learning about the \$25,000 award to the Foodbank, he hoped this money will help fill up the empty shelves at the Foodbank.”

### Award Presentation:

**Time:** 7:00 pm  
**Location:** Grassfield High School Auditorium  
2007 Grizzly Trail, Chesapeake, VA 23323

### About the Foodbank of Southeastern Virginia and the Eastern Shore

The Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America® and the Federation of Virginia Food Banks, has been providing food for those facing hunger since 1981. To date, we have distributed over 230 million meals throughout our service area, which includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin, and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight, and Accomack.

### 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 over 41,000 KFC, Taco Bell and Pizza Hut restaurants in 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*. In the spring, he will receive the prestigious 2015 Horatio Alger Award for his commitment to philanthropy and higher education and become a lifetime member of the Horatio Alger Association of Distinguished Americans. He is the recipient of the 2012 UN World Food Program Leadership

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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. He is on the board of directors of the Yum! Brands Foundation and World Food Program USA. Wendy Novak is a lifelong philanthropist and volunteer. She served 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 41,000 restaurants in more than 125 countries and territories. Yum! is ranked #216 on the Fortune 500 List with revenues of over \$13 billion. In 2014 Yum! was named among the top 100 Corporate Citizens by Corporate Responsibility Magazine and 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. Outside the United States, the Yum! Brands system opens over five new restaurants per day on average, 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 engagement. 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.

For up-to-date information on the Foodbank, find us online at [www.foodbankonline.org](http://www.foodbankonline.org); like us on Facebook at <http://www.facebook.com/SEVAFoodbank>; or follow us on Twitter at <http://twitter.com/FoodbankSEVA>.

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