



**FOR IMMEDIATE RELEASE**

Contact: Derek Turner - NAACP  
(202) 463-2940 x.1022  
(443) 326-7227  
[dturner@naacpnet.org](mailto:dturner@naacpnet.org)

MM

Yum!

**NAACP YOUTH & COLLEGE DIVISION JOINS WITH THE  
MIDNIGHT MISSION AND YUM! BRANDS, INC TO FEED  
THOUSANDS OF LA'S HOMELESS**

(Los Angeles, CA) – As a part of the NAACP’s 102<sup>nd</sup> National Convention, the NAACP Youth & College Division, in conjunction with Yum! Brands, Inc., will serve thousands of Los Angeles’s hungry at the Midnight Mission as part of a large-scale community service event on July 25<sup>th</sup>.

“We are so excited to dedicate a day of service during our national convention to providing meals to men, women, and children in this great community. Our NAACP family is proud to give back and spread the importance of fighting hunger and ending homelessness in our communities across the country,” said Stefanie L. Brown, Director of the NAACP Youth & College Division and National Field Director.

Hundreds of volunteers from the NAACP’s Youth & College Division, Yum! Brands and The Midnight Mission will be joined by elected officials, celebrities and activists, including Jan Perry, Los Angeles City Councilwoman for District 9.

The community outreach event is part of a coordinated effort by the organizations to draw attention to the issues of hunger and homelessness not only in Los Angeles, but across the county.

“It is our great honor and privilege to partner with the NAACP in conducting this vital outreach. We have served the hungry and homeless in Los Angeles for almost a century and we share with the NAACP the belief that more attention and resources need to be devoted to these critical issues,” said Mai Lee, Director of Government and Community Affairs for The Midnight Mission. “The Midnight Mission served over 810,000 meals to the less fortunate in 2010 and we continue to see these figures climb steadily as traditional funding sources dwindle. Experienced, established organizations like the NAACP and The Midnight Mission must share their expertise to make the best possible use of these scarce resources. We look forward to active participation in this wonderful event.”

The volunteers will begin serving the meals generously donated by Yum! Brands at 4:30pm at The Midnight Mission.

*Founded in 1936, the **NAACP** is the nation's oldest and largest civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities, conducting voter mobilization and monitoring equal opportunity in the public and private sectors. [www.naacp.org](http://www.naacp.org)*

*Founded in 1914, **The Midnight Mission** is a privately funded organization providing diverse services to homeless men, women and children of Los Angeles. It offers basic subsistence services, educational opportunities and jobs, as well as therapies to treat drug and alcohol addiction and medical and legal services. TMM offers help at no charge. [www.midnightmission.org](http://www.midnightmission.org)*

**Yum! Brands, Inc.**, based in Louisville, Ky., is the world's largest restaurant company in terms of system restaurants with approximately 38,000 restaurants in more than 110 countries and territories. The company is ranked #214 on the Fortune 500 List, with revenues of more than \$11 billion in 2010. Four of the company's restaurant brands – KFC, Pizza Hut, Long John Silver's and Taco Bell – are the global leaders of the chicken, quick-service seafood, pizza and Mexican-style food categories. A&W Restaurants is the longest running quick-service franchise chain in America. Outside the United States, the Yum! Brands system opened approximately four new restaurants each day of the year, making it a leader in international retail development. The Company has consistently been recognized for its reward and recognition culture, diversity leadership, community giving, and consistent shareholder returns.

In 2007, the Company launched World Hunger Relief, the world's largest private sector hunger relief effort to raise awareness, volunteerism and funds to benefit the United Nations World Food Programme (WFP) and other hunger relief agencies. To date, this effort has raised nearly \$85 million for WFP and other hunger relief agencies and is helping to provide approximately 350 million meals, saving the lives of millions of people in remote corners of the world where hunger is most prevalent.

[www.yum.com](http://www.yum.com)

###