

PRESS RELEASE – 15.08.2018



KFC Pledge to support local Kent Charity

KFC Foundation will support the Young Lives Foundation children's charity in Maidstone, Kent.

The Young Lives Foundation (YLF) is excited to announce that the KFC Foundation has committed to support the charity in the South East region.

The KFC Foundation will begin raising funds as of today, with money being raised from product promotions and customer donation at KFC restaurants across Kent and East Anglia.

All funds raised by KFC will go towards the thousands that YLF has to raise each year to continue its vital support for vulnerable and disadvantaged children and young people. YLF's vision is that every young person in need shall have access to the resources and opportunities needed for them to achieve their potential and lead fulfilled lives. The charity support young people through mentoring, befriending, advocacy and positive activity programmes that are tailored to ensure effective outcomes.

Stephen Gray, CEO from YLF said: ***"We are delighted to be chosen to receive significant support from such a nationally recognised brand. YLF rely on fundraising and donations from organisations like the KFC Foundation for the majority of the income needed to***



provide our services. The donation will make a huge difference to young people's lives by helping us to meet the ever increasing demand for our services."

Louise Norris, local Area Social Impact Leader from the KFC Foundation said: *"We are so proud to support The Young Lives Foundation and the brilliant work they do that is so important for people in the area. The KFC Foundation gives staff the chance to really get involved in their community."*

Ends

FOR MORE INFORMATION PLEASE CONTACT:

Janine Batt, Communications Manager (YLF) | 01622 693459 | Janine.batt@ylf.org.uk

Karen Knight, Fundraising Manager | 01622 235483 | Karen.knight@ylf.org.uk

Or enquiries@ylf.org.uk | 01622 693459

YLF web news post: <http://ylf.org.uk/news/kfc-partners-with-ylf/>

About the Young Lives Foundation (YLF)

Our Vision

Our vision is that every young person in need shall have access to the resources and opportunities needed for them to achieve their potential and lead fulfilled lives.

The Young Lives Foundation (YLF) works towards achieving this vision by supporting young people through times of difficulty and distress, enabling their voices to be heard and assisting young people to achieve their potential.

Our Foundation

YLF is an independent children's charity established in 2007. We are dedicated to delivering quality services that include mentoring, befriending, advocacy and positive activity programmes. Our services are tailored to ensure we achieve effective outcomes in the lives of vulnerable and disadvantaged children and young people across Kent and Medway.



Our Support

YLF supports the following groups of people:

Looked after children / care leavers

Children in need / on the edge of care

Young offenders / those at risk of offending

Young people disengaged in education

Vulnerable adults

Unaccompanied asylum-seeking children

Families in need of support

Children who have been adopted

YLF have over 170 volunteers committed to supporting our services and our young people.

For more information about the Young Lives Foundation please visit www.ylf.org.uk

About The KFC Foundation

The KFC Foundation enables each KFC restaurant to support a local children's charity, with 100% of funds raised going directly to the charity. Money is raised through product promotions and customer donation. KFC's XXXI based franchisees nominated XXX to be the beneficiaries of these funds.

About KFC:

KFC, the world's largest chain of chicken-based quick service restaurants, grew from the chicken business set up by Colonel Harland D Sanders in the 1950s. The Colonel had found a way to combine 11 herbs and spices with flour to create a unique taste, and to this day the secret recipe is only known to a handful of people. It is locked away in a vault in Louisville, Kentucky.



KFC came to Britain in 1965, with the first store opening in Preston, Lancashire, and there are now over 920 stores across the UK, with over 27,000 employees.

KFC has made considerable nutritional improvements in the last few years, cutting salt by as much as 50% and switching cooking oils to cut saturated fat levels in Original Recipe Chicken by up to 25%. KFC has also expanded its range to include lighter options, such as Riceboxes, which have around 500 calories.

In 2015, KFC introduced the Colonel's Club in the UK, a loyalty card also available as an app, to give back to loyal fans. The Club allows members to earn Chicken Stamps each time they spend £3 or more, which are then redeemable against KFC items.

KFC was voted Britain's Top Employer in 2012, 2013, 2014 and 2015, becoming the first company to win the award for four consecutive years, and the company has been named as a Great Place to Work for the last five years. The company places a big importance on developing people, and became the first restaurant company in the UK to launch an honours degree – a BA (Hons) Business Management course in conjunction with De Montfort University, Leicester. KFC also works with City & Guilds to provide Level 2 and Level 3 Apprenticeships to team members and team leaders.

KFC UK, Inc is a subsidiary of Yum! Brands, Inc. (NYSE:YUM), which also owns the Pizza Hut and Taco Bell restaurants. For further information, please visit www.kfc.co.uk.