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## **Save The Children, Kraft Foods Partnership Honored In Asia**

### **Kraft Foods Receives Asian CSR Award for Funding Save the Children's Hunger-Relief Initiative**

NORTHFIELD, Ill., Oct 28, 2010 /PRNewswire via COMTEX/ -- For innovative hunger-relief efforts with Save the Children in the Philippines, Kraft Foods was recognized at the annual Asian Corporate Responsibility Awards last week for Best Poverty Alleviation program.

The award, sponsored by the Asian Institute of Management, recognized the Future Resilience and Stronger Households (FRESH) project. The three-year initiative supports vulnerable communities in the Philippines by fighting hunger and providing health education opportunities to families faced with malnutrition. Since its launch in 2009, the FRESH project has improved the lives of more than 7,000 children.

"We are thrilled to support the FRESH project, which we believe will make a critical impact in Filipino communities that need support now more than ever," said Nicole Robinson, Vice President of the Kraft Foods Foundation. "This program addresses immediate needs, while offering long-term sustainable solutions to hunger and malnutrition. We're proud of this collaboration with Save the Children, and the Asian CSR Award is a reflection of this successful partnership."

Through the FRESH project, more than 1,000 mothers have attended nutrition seminars, and new school feeding programs have been established, contributing to an increase in school attendance from 79 percent to 99 percent for thousands of elementary school students. In addition, more than 900 vegetable gardens have been planted, providing sustainable methods for families in both urban and rural areas to have healthy, fresh food.

"In poor rural areas, many children do not go to school during agricultural 'lean months,' when there is less food available," explains Mike Singh, Save the Children Director for Program Implementation and Management. "Children either go to school on an empty stomach, or stay away altogether. Prolonged absences may result in children not being able to cope with their lessons and worse, dropping out of school."

Paranaque City Health Officer Dr. Olga Virtucio attests to the benefits of the vegetable gardens planted through the FRESH project. "Now families no longer have to purchase produce with their limited means. They can cook vegetables from their own garden, which have higher nutritional value," Virtucio said.

The FRESH project was recognized at the ninth annual Asian CSR Awards on October 22 in Kuala Lumpur, Malaysia. It is the area's premier program on corporate social responsibility and is sponsored by the Asian Institute of Management. Awards are given in five categories: Poverty Alleviation, Best Workplace Practices, Concern for Health, Environmental Excellence and Support and Improvement of Education.

#### **About Save the Children**

Save the Children is a leading independent organization for children in need, with programs in 120 countries, including the United States. We aim to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives by improving their health, education and economic opportunities. In times of acute crisis, we mobilize rapid assistance to help children recover from the effects of war, conflict and natural disasters. Save the Children is made up of 29 member organizations working together worldwide. <http://savethechildren.org/>

#### **About Kraft Foods**

Kraft Foods is building a global snacks powerhouse and an unrivaled portfolio of brands people love. With annual revenues of approximately \$48 billion, the company is the world's second largest food company, making delicious products for billions of consumers in approximately 170 countries. The portfolio includes 11 iconic brands with revenues exceeding \$1 billion - *Oreo*, *Nabisco* and *LU* biscuits; *Milka* and *Cadbury* chocolates; *Trident* gum; *Jacobs* and *Maxwell House* coffees; *Philadelphia* cream cheeses; *Kraft* cheeses, dinners and dressings; and *Oscar Mayer* meats. Approximately 70 brands generate annual revenues of more than \$100 million. Kraft Foods (<http://www.kraftfoodscompany.com/>; NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

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SOURCE: Kraft Foods