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Let's give thanks: Taco Bell gives back

DES MOINES, Iowa – October 31, 2011 – Taco Bell restaurants in Des Moines, Fort Dodge, Knoxville and Marshalltown donated over \$2,500 to the Food Bank of Iowa to show their support for Hunger Action Month. On Wednesday, September 28, the restaurants donated 15 percent of sales to help raise awareness around the issue of hunger in Iowa.

“For the third straight year, Des Moines- area Taco Bell restaurants are proud to show their support to the Food Bank of Iowa and helping to feed the hungry in our own backyards,” say Barb Lucas, franchisee and operator of the participating Taco Bell stores. “We were truly honored to welcome the public into our restaurants on September 28 for such an important cause. Taco Bell looks forward to providing the necessary exposure to the Food Bank of Iowa and donating funds to an active, local organization that makes a difference for Iowans every day.”

Hunger Action Month is a nationwide call-to-action effort between Feeding America and local food banks to mobilize people everywhere to get involved with ending hunger in America.

“I truly appreciate Taco Bell’s continued support for the Food Bank of Iowa, and their efforts to help raise awareness about Hunger Action Month,” says Carey Miller, executive director of the Food Bank of Iowa. “As the demand for food assistance continues to increase, these funds will help us provide essential food resources to support Iowans in need.”

In FYE 6/30/11, the Food Bank of Iowa distributed 6,912,629 pounds of donated food and grocery products last year to 285 partner agencies in 42 Iowa counties out of their distribution facility in Des Moines. These agencies include food pantries, soup kitchens, homeless shelters and shelters for victims of domestic violence, nonprofit day care and residential care centers, as well as child and senior programs.

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About Taco Bell Corp.

Taco Bell Corp., (Taco Bell) based in Irvine, California, is a subsidiary of Yum! Brands, Inc. (NYSE: YUM), and the nation’s leading Mexican-style quick service restaurant chain. Taco Bell® serves tacos, burritos, signature Quesadillas, Grilled Stuff Burritos, nachos, and other specialty items such as the Crunchwrap Supreme™, in addition to a wide variety of Why Pay More Value Menu® items. Taco Bell® serves more than 2 billion consumers each year in more than 5,800 restaurants in the U.S. In 2005, Taco Bell® generated sales of \$1.8 billion in company restaurants and \$4.4 billion in franchise restaurants. More than 80 percent of our restaurants are owned and operated by independent franchisees. There are currently more than 278 restaurants operating in Canada, Guam, Aruba, Dominican Republic, Chile, Costa Rica, Guatemala, Puerto Rico, Ecuador, Asia, Europe, and the Philippines.

About the Food Bank of Iowa

The Food Bank of Iowa is a private, not-for-profit organization committed to its mission of alleviating hunger through food distribution, partnership and education. The Food Bank of Iowa solicits, receives, inventories and distributes donated food and grocery products to 425 partner agencies in 55 counties who directly serve needy individuals within their communities. Forty-two of these counties are served from their facility in Des Moines with the remaining 13 counties being served by their redistribution organization, the Food Bank of Southern Iowa. To learn more, visit www.foodbankiowa.org.