



October 3, 2011

30,000 Kraft Foods Employees from 60 Countries Sign Up to Volunteer to Fight Hunger and Promote Healthy Lifestyles

Ongoing Commitment to Service Culminates in Third-Annual Delicious Difference Week

NORTHFIELD, Ill. – Oct. 3, 2011 – Kraft Foods employees have signed up in record numbers to volunteer this week as part of Delicious Difference Week, the culmination of the company's ongoing commitment to improve communities around the world. During the third-annual week of volunteer service (Oct. 3-8, 2011), approximately 30,000 employees will roll up their sleeves to fight hunger and promote healthy lifestyles.

"We're unleashing the power of our global workforce to make a real difference in the communities where we live and work," said Chairman and CEO Irene Rosenfeld, who will work shoulder-to-shoulder with her colleagues today packing meals for families facing hunger in Chicago.

"Our employees play a vital role in their communities all year long – serving lunch at local soup kitchens, teaching children about health and nutrition, building playgrounds, planting community gardens, and in so many other ways," Rosenfeld said. "And with more than 700 volunteer events in 60 countries this year, it will undoubtedly be our biggest and most impactful week of volunteer service ever!"

Last year, Kraft Foods employees contributed nearly 155,000 volunteer hours – a number that has more than tripled since 2008. For 2011, the company expects upwards of 200,000 volunteer hours.

Teaming up with local nonprofit partners

During Delicious Difference Week, Kraft Foods employees are teaming up with numerous leading global and local nonprofit organizations, including Feeding America, Helen Keller International, KaBOOM!, Save the Children and INMED Partnerships for Children.

Through Delicious Difference Week and multiyear programs funded by the Kraft Foods Foundation, Kraft Foods and its employees fight hunger and promote healthy lifestyles on almost every continent. Over the past 25 years, the company and the Foundation have donated more than \$1 billion in cash, food and humanitarian aid globally.

Throughout Delicious Difference Week, images and video from volunteer events around the world will be featured on Kraft Foods [Facebook page](#).

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