



PRESENTED BY
AMERICAN EXPRESS®



Founding National Sponsor



NATIONAL DINE OUT TO END CHILDHOOD HUNGER: IT BEGINS WITH US - SEPTEMBER 21 - 28, 2008

WHAT IS SHARE OUR STRENGTH'S GREAT AMERICAN DINE OUT®?

A national rally to the entire restaurant industry to make sure no kid in America grows up hungry. From September 21-28, 2008, thousands of restaurants across the country will unite and mobilize consumers to dine out and raise millions of dollars to help Share Our Strength® end childhood hunger in America. This event involves every segment of the restaurant industry and proves their commitment to making sure that all children have access to the nutritious food they deserve and raises the significant funds needed to support Share Our Strength's plan to end childhood hunger.

WHAT IS SYSCO'S ROLE AS A NATIONAL SPONSOR?

SYSCO is proud to take a leadership role in rallying the entire restaurant industry to raise funds towards ending childhood hunger in the US. SYSCO has been a national sponsor of Share Our Strength for seven years and this will be the first year for the Great American Dine-Out. Through this partnership, we are helping to end childhood hunger with Share Our Strength. And, we will ask each of SYSCO's 50,000 associates to share in this effort and dine out at a participating restaurant if possible.

HOW GREAT AMERICAN DINE OUT FUNDS ARE INVESTED

Funds raised are granted to successful nonprofit organizations specifically to help promote, increase and facilitate kids' access to nutritious foods - including fresh fruits and vegetables - where they live, learn and play.

HOW RESTAURANTS CAN PARTICIPATE

Join the campaign with these easy steps:

- Log on and sign up at www.greatamericandineout.org.
- You will be asked which SYSCO company you buy from and your 6-digit customer number (*found on your invoice*).
- Designate your level of contribution.
- Receive ongoing support. **Share Our Strength builds awareness of the campaign through media and corporate partners, and uses the Great American Dine Out website to provide downloadable marketing and promotional tools, tips and best practices for promoting the campaign.**

DID YOU KNOW...

That in the world's wealthiest nation, more than 12 million children (1 in 6 kids) are at risk of hunger?

Poverty is complex; feeding a child is not. It's time to roll up our sleeves and share our strength.