



January 6, 2010

Dear Mayor:

As you know first hand, city budgets across the country are under fire as leaders are forced to make tough decisions about how to assign limited public funding. Often these tight budgets make funding for public services such as fire safety and prevention more difficult to come by.

Add to this the fact that in 2008 property loss due to fires was estimated at \$15.5 billion and that January is the peak month for residential fires and the topic of fire safety really starts to heat up as it gets cold across the country.

All of this has the KFC Colonel and his crew fired up to improve America's safety. In honor of our new Fiery Grilled Wings, we are offering fire safety improvements, via fire hydrant repairs or fire extinguisher replacements for communities across the country. And, because the Colonel has become an expert on all things fiery with the introduction of KFC's new Fiery Grilled Wings, he'll provide his stamp of approval on each and every hydrant or extinguisher he replaces or helps repair.

Is your city feeling the heat? We invite you to tell us why we should help you extinguish the problem in your community. KFC will be accepting funding requests until January 28 and will announce the winning cities shortly after.

KFC has been bringing communities together around the dinner table for more than 50 years. We invite you and your city to become a part of a new tradition and accept our offer to help improve fire safety in your city. Together, we can provide a safer winter for your community.

Sincerely,

A handwritten signature in black ink that reads "Roger Eaton". The signature is fluid and cursive.

Roger Eaton
President of KFC

To respond to this offer*, please contact:

Rick Maynard, KFC, (502) 874-8100, rick.maynard@kfc.com

Kelly Felter, Weber Shandwick, (312) 988-2027, kfelter@webershandwick.com

** KFC can only respond and dispatch crews to a limited number of cities and must reserve the right to select cities based on response.*