

October 18, 2006

Citizens' Stamp Advisor Commission  
Stamp Development  
United States Postal Service  
1735 North Lynn Street Room 5013  
Arlington, VA 22209-6432



Advisory Committee,

I am writing you to petition the consideration of Colonel Harland Sanders to appear on a future USPS commemorative stamp.

Colonel Sanders is an American legend who truly made the most of the Land of Opportunity. In 1952, at the age of 65, he used his \$105 Social Security check to start the Kentucky Fried Chicken franchise. Now, the KFC business has grown into one of the largest quick service restaurant chains in the world and its founder, Colonel Sanders, is known as one of the quintessential entrepreneurs of our time.

The Colonel began cooking at the age of 40 for hungry travelers who frequented his service station. His food quickly became the main attraction and he subsequently took over the restaurant across the street. Over the next nine years, he perfected his signature blend of 11 herbs and spices – the top secret recipe that is still used today.

In 1950, the Colonel lost his beloved restaurant following the construction of a new highway. After paying his bills, he was left with only his Social Security check for \$105. He traveled across the country by car from restaurant to restaurant, cooking batches of chicken for restaurant owners and their employees. If the reaction was favorable, he entered into a handshake agreement on a deal that stipulated a nickel payment for each chicken the restaurant sold, effectively pioneering the franchise business model in the United States.

By 1964, Colonel Sanders had more than 600 franchised outlets for his chicken in the United States and Canada. Synonymous with his restaurant brand, the Colonel acted as a public spokesman for his company, and in 1976, he was ranked as the world's second most recognizable celebrity. Until his death at the age of 90, the Colonel traveled 250,000 miles a year visiting KFC restaurants around the world. It is because of the Colonel's spirit that KFC has grown to be one of the world's most popular chicken restaurants.

Today, there are more than 13,000 KFC restaurants in more than 80 countries and territories around the world, serving some eight million customers each day.

Hollywood legends, American Superheroes and Hall of Famers have graced the stamps that pass through hands of Americans everywhere, and Harland "Colonel" Sanders deserves to stand amongst these American icons as a true testament to the American Dream. What better way to honor his memory than to issue a stamp in 2010, the 120<sup>th</sup> anniversary of his birth? We are sure that his inspiring story and distinguished reputation will make his stamp among the most popular in the collection.

We look forward to hearing from you about next steps in the process. If you have questions in the meantime, please contact Laurie Schalow in KFC Public Relations at 502-874-8100.

Sincerely,

A handwritten signature in black ink that reads "Gregg Dedrick". The signature is written in a cursive, flowing style.

Gregg Dedrick  
President, KFC