



## **MEDIA RELEASE**

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### **McDonald's "Cans for Coffee" Gets Added Boost Through Tyson Donation** *Ozarks Food Harvest receives 15 tons of food in support of ongoing Food Drive*

**SPRINGFIELD, Mo., Nov. 13, 2008** – Each year more than 117,000 southwest Missouri residents experience hunger, and every week approximately 10,000 people in the region receive emergency food assistance through the Ozarks Food Harvest's network of agencies. Two corporations, McDonald's and Tyson Foods (NYSE:TSN) joined together today in the fight against hunger in the Ozarks. Tyson Foods, Inc. added a truckload of food to the drive, the equivalent of more than 120,000 servings, in support of McDonald's "Cans for Coffee" campaign. "Cans for Coffee" is a partnership between Ozarks Food Harvest and McDonald's of the Ozarks to raise food items for the food bank. When customers donate a non-perishable food item they will receive any small coffee free, including one of the new McCafe® espresso coffees. The effort will continue until the week before Thanksgiving.

"McDonald's proudly supports many community efforts in the Ozarks," said Owner Operator William "Chip" McGeehan. "In this season of Thanksgiving we developed our 'Cans for Coffee' food drive to encourage our customers to join us in helping the needy in their communities. We want to thank our partners, along with Tyson, for their contribution to this food drive."

Since 2000, Tyson Foods has been a leader in the fight against hunger. The company is actively engaged in food-donation events and fundraising activities year-round to benefit those in need. The protein given by Tyson today will provide more than 120,000 meals and brings the company's total in-kind donations since 2000 to more than 52 million pounds. This milestone equates to over 202 million meals donated to food banks and agencies serving local communities around the country. Last year alone, Tyson donated nearly 9 million pounds of protein to Feeding America (formerly known as America's Second Harvest). For more information on how to get involved in the fight against hunger, click [here](#).

"Our company and our team members remain steadfast in our commitment to fight hunger in the communities we serve and we're honored to add this much-needed centerpiece to the 'Cans for Coffee' drive," said Devin Cole, Tyson Foods senior vice president of the McDonald's Business Unit. "At Tyson, we recognize the need for protein rich foods and the increasing demands upon the food banks during these difficult times, especially during the holiday season. We're thrilled to play a part in this great program."

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The “Cans for Coffee” food drive will continue through Nov. 23. Customers can simply donate any non-perishable food item at the front counter or drive-thru of their local McDonald’s and receive a free small coffee of their choice. Non-coffee drinkers are welcome to participate and try McDonald’s new Hot Chocolate. All food items collected at McDonald’s will be used to help feed the hungry in local communities through the Ozarks Food Harvest. For a list of participating McDonald’s locations click [here](#).

“With the current economy, we are seeing more and more families who need food assistance. Protein is an essential portion of a healthy diet and one of the most needed donated items at Ozarks Food Harvest,” said Bart Brown, executive director of Ozarks Food Harvest. “We cannot thank McDonald’s and Tyson Foods enough for helping those in need.”

**Ozarks Food Harvest** is the only food bank in Southwest Missouri and provides food to a network of more than 350 member charities such as shelters, soup kitchens, senior centers, pantries and day cares in 29 counties in the Ozarks. In addition to The Food Bank’s distribution of more than five million pounds each year, it has developed a number of innovative direct relief programs such as the Kids Cafe® after-school feeding program, the Weekend Backpack Program, the Club F.U.N.™ nutritional education program and the new Mobile Food Pantry™. Ozarks Food Harvest also received the inaugural Economic Impact Nonprofit of the Year Award in recognition of the \$7.5 million infused into southwest Missouri’s regional economy. For more information visit [www.ozarksfoodharvest.org](http://www.ozarksfoodharvest.org).

**McDonald’s USA, LLC** is the leading foodservice provider in the United States, serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald’s 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald’s, visit [www.mcdonalds.com](http://www.mcdonalds.com). © 2008 McDonald’s

**Tyson Foods, Inc. [NYSE: TSN]**, founded in 1935 with headquarters in Springdale, Ark., is the world’s largest processor and marketer of chicken, beef, and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products and is the recognized market leader in the retail and foodservice markets it serves. Tyson provides products and service to customers throughout the United States and more than 80 countries. The company has approximately 104,000 Team Members employed at more than 300 facilities and offices in the United States and around the world. Through its Core Values, Code of Conduct and Team Member Bill of Rights, Tyson strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be faith-friendly, provide a safe work environment and serve as stewards of the animals, land and environment entrusted to it. Visit [www.tyson.com](http://www.tyson.com) for more details.

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