

## KFC TO SPONSOR POTHOLE RE-'FRESH' PROGRAM

• 26 Mar 2009



LOUISVILLE, Ky. — KFC is promoting its "fresh" campaign by offering to become a corporate sponsor in a pilot infrastructure renewal program designed to fill potholes in up to five major U.S. cities. KFC kicked off the marketing program as its KFC Colonel mascot and a professional road repair crew filled potholes and refreshed roads in the company's hometown of Louisville, Ky.

KFC president Roger Eaton issued a letter to mayors in major U.S. cities to nominate their city for the program.

KFC's initiative is intended to help cities across the nation left with potholes in desperate need of repair in today's troubled economy. It is estimated that U.S. roads are riddled with more than 350 million potholes nationwide.

"Budgets are tight for cities across the country, and finding funding for needed road repairs is a continuing challenge," said Louisville's Mayor Jerry Abramson. "It's great to have a concerned corporation like KFC create innovative private/public partnerships like this pothole refresh program."

KFC-refreshed potholes will be branded via a large stencil that reads "Re-Freshed by KFC" in eye-catching, but non-permanent street chalk.