

KFC Add Hope launches TVC during World Hunger Month

In World Hunger Month, KFC Add Hope launches its first TVC to raise awareness about the difference a nutritious meal makes to the life of a child.



This simple, yet impactful story, told by drawings of some of the 100,000 children the initiative feeds every day, brings to life the power the R2 Add Hope donation makes and the impact it can have in alleviating hunger. The Add Hope TV advert will be on screen on 6 October and will be supported by in-store information and a social media campaign called 'Pledge Your Plate'.

The TV advert is illustrated solely by over 1,000 drawings created by 250 children from one of Add Hope's national beneficiaries, Afrika Tikkun. It tells the story of an undernourished, sad and lonely little girl who is handed an Add Hope bowl - and

how the simple act of receiving regular, nutritious meals changes her life and the way she sees the world around her, by helping her develop into a thriving, vibrant and hope-filled young child. With her tummy full and her future, bright, she passes an Add Hope bowl onto another young child - showing how regular meals and proper nutrition can change a child's life.

"This World Hunger Month, we're telling the story of the difference proper nutrition can make in the lives of children, and how Add Hope brings our customers and KFC together to feed over 100 000 children in South Africa every day. Over the past six years Add Hope has donated over R263m towards the 103 beneficiaries we support across the country," says Mike Middleton Chief Marketing Officer, KFC Africa. Middleton continues to say that the collaboration between KFC and its customers is vital in fighting hunger.

[View the TVC](#)

[View the behind-the-scenes](#)

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