

AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

2001 Littleford Award Winners

NEW YORK, August 15, 2001—Sodexo was awarded the prestigious 2001 Grand Littleford Award at the William D. Littleford Awards Luncheon at the Union League Club. The William D. Littleford Awards for Corporate Community Service, named after the chairman emeritus of BPI Communications, celebrate outstanding community service projects and serve to inspire other organizations to initiate similar solutions in their own communities.

Guy Wendler, President, Stamats Communications, Inc., and Chairman, American Business Media, hosted the awards luncheon.

Sodexo, a Maryland-based organization, received the crystal Steuben Grand Littleford Award and a \$5,000 check for its foundation. Sodexo won for its tireless commitment to ending hunger in the United States. Bill Communication/VNU's *Food Service Director* magazine nominated the Sodexo project.

The award was given to Sodexo for developing SERVATHON, a company-wide program aimed at stopping hunger. Employees participate in projects ranging from canned food drives to cleaning food banks to teaching culinary skills at shelters. Sodexo has also implemented the Feeding Our Future program, which provides meals to children during the summer. This program is funded entirely by employee payroll deductions, which are matched by Sodexo up to \$100,000.

Other Littleford winners were: Cessna Aircraft Company, nominated by *Aviation Week's Aviation Now* and *Business & Commercial Aviation* (The McGraw-Hill Companies) for providing air transportation to the special Olympics for the athletes; Cops and Docs, nominated by *Medical Economics* (Thomson Healthcare), a program that teams police officers and doctors in the fight against teen violence; Fairmont Hotels & Resorts, nominated by *Successful Meetings* (Bill Communications, Inc./VNU, Inc.), a program that raises money to benefit shelters for battered women, and also donates furniture to these shelters; and Wegmans Food Markets, as nominated by *Supermarket News* (Fairchild Publications), for a program that helps reduce the teenage dropout rate with the assistance of an employee mentoring program.

The Jordan, Edmiston Group, Inc. sponsored the William D. Littleford Awards Luncheon.