

GOOD CITIZENSHIP

Multi-Year Campaign To Promote Human And Civil Rights

(NAPSA)—A national fundraising initiative, dedicated to promoting human and civil rights, will work to raise \$1 million dollars this year to benefit the National Civil Rights Museum.

The campaign was launched by Denny's, ranked *Fortune* magazine's "Best Company in America for Minorities" for two consecutive years.

"Denny's support of human rights is a natural extension for our organization," said Ray Hood-Phillips, chief diversity officer for Denny's. "Denny's has been committed to diversity for years. As a leader in cultural diversity and inclusion, we are delighted to become involved with the National Civil Rights Museum in a significant way to further our shared vision of equality and freedom for all people."

Each year for the next three years, Denny's will support a cause that is committed to furthering human and civil rights. Denny's efforts this year will benefit the National Civil Rights Museum located in Memphis, Tenn. The museum is housed at the site of the Lorraine Motel, the location where Dr. Martin Luther King Jr. was assassinated on April 4, 1968.

"The National Civil Rights Museum is dedicated to keeping Martin Luther King Jr.'s dream alive by offering the public information on the Civil Rights Movement and its strong impact and influence on human rights worldwide," said Beverly Robertson, executive director of the National Civil Rights Museum. "We approached Denny's to assist us in our \$10 million expansion program and were overwhelmed by their initiative to help



Denny's is asking Americans to help "re-ignite" Dr. Martin Luther King's dream of equality.

us deliver our strong, credible message and reach millions of people that might not otherwise be aware of the Museum's mission."

Under the theme, "Re-ignite the Dream," a reference to Dr. King's famed speech at the March on Washington, the first initiative will employ national television and print media as well as a radio awareness drive.

Several well-known Americans will lend their voices in support of the campaign. The supporters include:

- Civil rights leaders Julian Bond, NAACP Board Chairman; Hugh Price, National Urban League President and CEO;
- Political leader Representative Jim Clyburn (D-SC);
- International religious/motivational speakers Bishop T.D. Jakes and Dr. Miles Munroe;
- Acclaimed actor, director and TV producer Danny Glover;
- Acclaimed actor Vivica Fox;
- Grammy Award winning/nominated gospel recording artists Fred Hammond and Vickie Winans; and
- Former NFL defensive end for the Green Bay Packers Reggie White.

In addition, the Board of Gov-

ernors of the National Center for Faith Based Initiative, representing 50,000 black churches, has agreed to be featured in a national magazine advertisement and a direct mail brochure endorsing Denny's "Re-ignite the Dream" campaign.

"Racial and ethnic tension exists in this country and worldwide and the quest for civil and human rights continues. Dr. King envisioned a world in which all people, regardless of their race, color or creed, deserve to be treated with respect and honor. Well before our nation's future was dramatically and painfully changed, we were convinced of the need to 're-ignite' Dr. King's values among the American people. Our nation's new course will be better served with Dr. King's words and vision as one of its guiding principles," said Hood-Phillips.

Denny's is asking Americans across the country to join in re-igniting the dream.

Through 2002, participating Denny's will donate 20¢ from the sale of each All-American Slam® entrée to the National Civil Rights Museum. Additionally, individuals who want to support this effort can make a donation by calling 1-866-4-A-DREAM or by visiting www.civilrightsmuseum.org.

Denny's is the nation's largest full-service family restaurant chain with nearly 1,800 restaurants in the United States, Canada, Costa Rica, Guam, Mexico, New Zealand and Puerto Rico. Denny's is owned by Advantica Restaurant Group, Inc. (OTCBB: DINE), one of the largest restaurant companies in the United States.