



AKSHAYA PATRA'S "FEEDING 1 MILLION CHILDREN DAILY" ADVANCES TO THE FINAL ROUND OF
THE AMERICAN EXPRESS MEMBERS PROJECT

Vote gives organization a chance at winning \$1.5 million prize

Boston-- The Akshaya Patra Foundation has moved on to the final round of the American Express Members Project. Only five projects remain out of the 1,190 projects submitted. Akshaya Patra is the only project that made it to the final round from the New England area.

For the second year, the American Express Members Project accepted projects that are innovative, achievable and can make a positive impact in the world by touching the lives of people in a significant way. During the first round, a total of 213,522 people voted to nominate the project of their choice. Akshaya Patra came in third place for nominations received. A distinguished panel of judges in conjunction with American Express selected the top 25 projects. Projects were evaluated on various factors including the number of nominations received, a review of achievability and advisory panel scoring. American Express card holders voted during a second round of the process to narrow the field to five.

Voting for this final round ends October 13. American Express card holders can vote by going online to www.membersproject.com and clicking on "Feeding 1 Million Children Daily." Card members are required to log in to cast their vote.

American Express is providing \$2.5 million in funding to carry out the winning projects based on the total votes they receive in this final round. The winning project receives \$1.5 million, second place \$500,000, third place \$300,000 and the fourth and the fifth place receive \$100,000 each.

"The Members Project is an amazing opportunity for Akshaya Patra, not only because of the funding it will provide to feed the children, but also because of the exposure it brings to the mission of our organization," said Madhu Sridhar, Akshaya Patra USA's president and CEO. "I urge everyone with an American Express card to vote for Akshaya Patra and spread the word to friends, family, colleagues and businesses who offer American Express as their corporate credit card. If Akshaya Patra wins the \$1.5 million, we will be able to feed over 53,000 children daily for the next school year."

About The Akshaya Patra Foundation

The Akshaya Patra Foundation is an organization with the vision that no child shall be deprived of education because of hunger. Akshaya Patra is the world's largest NGO midday meal program and feeds over 960,000 underprivileged children daily in over 5,700 schools in six states in India. Akshaya Patra is a public-private partnership that combines good management, innovative technology and smart engineering to deliver school lunch at a fraction of the cost of similar programs in other parts of the world. It costs \$28 to feed a child daily for the entire year. For many of the children this is their only complete meal for the day. This gives them an incentive to come to school, stay in school and provides them with the necessary nutrients they need to develop their cognitive abilities to focus on learning.

Through kitchens specially designed by engineers to leverage technology and sourcing its food stocks from local markets, Akshaya Patra is able to reduce costs associated with transportation and food spoilage while supporting the local economy. In a short time, the foundation has grown to become the largest, and certainly most innovative, school lunch program in the world. Akshaya Patra is a great example of what a non-profit organization can achieve-- a cost effective, scalable solution with high quality service delivery.

For more information on Akshaya Patra, please go to www.foodforeducation.org.