

# NEWMAN'S OWN<sup>®</sup>

## Cookin' Up A Better World

• INFO SHEET 1 •

# "It Started As A Joke And Got Out Of Control."

**A**nd now, almost 20 years later, Newman's Own<sup>®</sup> has helped thousands of charities around the world and has donated more than \$115,000,000!

While Paul Newman has taken a unique and sometimes irreverent approach to business, there are two policies from which Newman's Own never deviates.

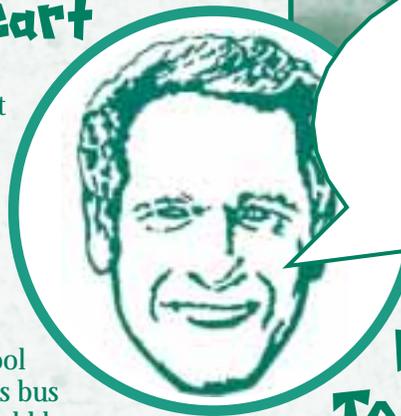
- First, the company insists on top-quality products without the addition of artificial ingredients or preservatives.
- Second, Paul donates all his profits after taxes to educational and charitable organizations.



## Do it from the heart

At first, Newman and his team didn't know who should receive the donations. They thought the most exciting causes were the ones that couldn't attract big donors—like the Hope Rural School in Indiantown, Florida, for children of migrant farm workers. The school was going to be disbanded because its 14-year-old school bus had been condemned. Without this bus and this school, these children also would be condemned to illiteracy. Newman's Own sent Hope Rural School a new school bus, and after 13 years of hard use, sent them a replacement.

Paul Newman has started his own charity called The Hole in the Wall Gang Camp, which sponsors camps for children who have serious diseases, including cancer and cystic fibrosis.



**"Shameless  
exploitation in  
pursuit of the  
common good."**

What does that mean, anyhow?

## Newman's Own<sup>®</sup> Wants To Challenge You

Newman's goals for the future are to see his company reach \$250 million in sales, to increase its philanthropic initiatives and now...to challenge you to show us ideas that are fresh and appealing and may sometimes break conventional rules. When you do, we'll give you the resources to help make it happen.

Tempted? Read on!

## Paul Newman...

*Academy Award-winning actor Paul Newman says he's probably best known, not for the 52 films and four Broadway plays he's starred in, but for his spectacularly successful food business. The downside to that, he says, is that his spaghetti sauce out-grosses his films. He has won four Sports Car Club of America National Championships and is listed in the Guinness Book of World Records as the oldest driver (70) to win a professionally sanctioned race (24 hours of Daytona, 1995).*