



August 23, 2011

McDonald's GED campaign coming to your county

KYAE is excited to announce that the annual GED promotion sponsored by McDonald's restaurants has expanded from 34 counties to 70 counties; more than 175 restaurants will participate. The complete county list is at the bottom of this e-mail.

McDonald's of Central and Southeastern Kentucky has partnered with KYAE in 34 counties for six years to encourage GED attainment with an in-store promotion funded by the restaurant owners. Following the leadership of these McDonald's owners, McDonald's restaurants in another 36 counties have joined the campaign this year.

For five weeks beginning August 29, customers at restaurants represented by McDonald's of Central and Southeastern Kentucky, Paducah-area Co-op, Tri-State Co-op (Eastern Kentucky) and Louisville-area Co-op will see trayliners featuring a message encouraging the attainment of a GED diploma. [Click here](#) to view examples of the trayliners in pdf format.

Your office contact information has been provided to the McDonald's owners who are being encouraged to work with you on special events during the five weeks of the campaign. Past events have included adult education information tables or displays in the restaurants, special student enrollment days, GED messages on the restaurant marquee and in-store adult education poster placement. **If you do not hear from a McDonald's owner soon, please contact Lauren Greathouse, public relations account executive, Moroch, at (859) 389-7160.**

This campaign would not be possible without the leadership of Joe Graviss of Frankfort. Joe is a McDonald's owner in Central Kentucky and a Council on Postsecondary Education member with a strong commitment to improving educational attainment in Kentucky. He initially piloted the GED campaign in Franklin and Woodford counties. Following the success in these two counties, his McDonald's co-op adopted the campaign. This year, he was successful in expanding the promotion to three other co-ops in Kentucky.

Please don't forget to visit your local McDonald's to thank the manager and owner for their participation and let them know the importance of GED awareness in your community.

If you have questions, please contact Janet Hoover at (502) 573-5114, ext. 110, or Janet.Hoover@ky.gov.

Central and Southeastern Kentucky

Adair, Anderson, Bath, Bourbon, Boyle, Breathitt, Casey, Clark, Clay, Clinton, Estill, Fayette, Franklin, Garrard, Harrison, Jessamine, Knox, Laurel, Lincoln, Madison, McCreary,

Mercer, Metcalfe, Montgomery, Pendleton, Powell, Pulaski, Rockcastle, Rowan, Russell, Scott, Wayne, Whitley and Woodford

Paducah

Caldwell, Calloway, Crittenden, Graves, Lyon, Marshall and McCracken

Tri-State

Boyd, Elliott, Floyd, Greenup, Johnson, Lawrence, Magoffin, Martin, Morgan and Pike

Louisville

Barren, Breckinridge, Bullitt, Carroll, Grayson, Green, Hart, Hardin, Henry, Jefferson, Larue, Marion, Meade, Nelson, Oldham, Shelby, Spencer, Taylor and Washington