

On May 20, 1999, George Magazine issued the following press release:

Newman's Own/George Award Announces the Winner of the Most Generous Company in America

Idyll, Ltd., of Media, Pennsylvania, is the recipient of the second annual Newman's Own/George Award for corporate philanthropy. The announcement was made today by Newman's Own President Paul Newman and George President and Editor-in-Chief John Kennedy.

The award for the Most Generous Company in America was presented on May 19 in New York City at a reception at the Alexander Hamilton U.S. Customs House. The ceremony was sponsored by Sony Electronics. The Girls Choir of Harlem performed at the ceremony.

Idyll, Ltd. and its president, Hal Taussig, received the Newman's Own/George Award for helping create jobs and rebuild neighborhoods. The travel-industry company creates personalized vacation packages for travelers who want in-depth, culturally enriching holidays, offering minimum two-week stays in apartments throughout the world. All of the profits are donated to the company's charitable foundation. Those monies are funneled into a low-interest lending program, where individuals and small businesses can apply for start-up funds. In return, the borrower must adhere to the foundation's goals of creating jobs among the hard-core unemployed and assisting with low-cost housing in decaying urban centers.

"Idyll's giving is creative in every sense of the word - their low-interest loans literally create jobs among the hard-core unemployed and housing in decaying urban centers," Paul Newman says.

It's not necessary that the companies give away 100 percent of their profits. The message of this award is the idea that investing in the community makes good business sense," John Kennedy said.

Idyll, Ltd., was chosen from a group of more than 400 nominated American companies. They were selected by a distinguished committee of individuals from the public and private sectors, including General Norman Schwarzkopf, Marvin Davis, Marian Wright Edelman, Philippe de Montebello, Clifton Wharton, Joanne Woodward, Paul Newman, and John Kennedy.

Nine other companies were honored for their philanthropic endeavors, which touched the lives of countless members of their communities. They are The Longaberger Company of Newark, Ohio; Give Something Back Business Products of Oakland, California; The Home Depot, of Atlanta Georgia; Byers' Choice LTD., of Chalfont, Pennsylvania; Coborn's Inc., of Saint Cloud, Minnesota; BellSouth-Florida, of Miami Florida; Experimental and Applied Sciences, of Golden, Colorado; MTV, VH1, Nickelodeon

Networks, of New York, New York; Kenneth Cole Productions, of New York, New York.

For its philanthropic work, Idyll, Ltd., will receive a \$250,000 check from the Newman's Own/George Award to be given to the charity of its choice

With a circulation of more than 400,000, George offers nonpartisan coverage of politics and pop culture. Paul Newman donates all of his after-tax profits from Newman's Own for charitable and educational purposes

Pomellato, the Italian jewelry company, created the 10 sculpted silver-and -gold awards for the evening.