



**FOR IMMEDIATE RELEASE**

March 9, 2015

**CONTACT:**

McKenna Young

484-385-2913 (office)

myoung@briancom.com

## PRESS RELEASE

---

### **Horatio Alger Association Honors Louisville Executive David C. Novak and National Scholarship Recipient from Kentucky**

*David C. Novak and Scholar Olivia Moore are recognized by the Association for their remarkable achievements in the face of adversity and their commitment to higher education*

**WASHINGTON, D.C. (March 9, 2015)** – Horatio Alger Association of Distinguished Americans, Inc., a nonprofit educational organization honoring the achievements of outstanding individuals and encouraging youth to pursue their dreams through higher education, will induct Kentucky resident **David C. Novak, executive chairman of Yum! Brands, Inc.**, as a lifetime Member in April. Concurrently, an outstanding Kentucky student will be awarded the prestigious Horatio Alger National Scholarship. Association Members and Scholars are selected based on their integrity and determination to succeed in the face of significant adversity, and Members often become mentors to this future generation of leaders.

Named for renowned author Horatio Alger Jr., who wrote about the merits of honesty, courage and perseverance as the means to success, Horatio Alger Association was established in 1947 to uphold these tenets, which are core to achieving the American Dream. To further its mission, individuals who have achieved great success despite facing significant personal challenges and who demonstrate initiative, resilience and excellence, such as Mr. Novak, are inducted into the Association annually as lifetime Members.

“Mr. Novak’s outstanding professional accomplishments and unmatched work ethic perfectly reflect the principles of Horatio Alger,” said David Sokol, chairman of Horatio Alger Association. “There is often debate about the existence of the American Dream in the 21<sup>st</sup> century. I truly believe that Mr. Novak’s story of achievement not only proves its existence, but also proves its power. He has overcome adversity to accomplish incomparable success and he will serve as an excellent role model for our Scholars.”

Since 1984, Horatio Alger Association has administered one of the nation’s largest privately funded, need-based scholarship programs, which provides educational assistance to at-risk youth with an admirable commitment to continuing their education and serving their communities. The Association has provided more than \$100 million in undergraduate, graduate and specialized scholarships since 1984. Olivia Moore, a student at Jackson High School from Jackson, Kentucky, has been recognized for her exceptional accomplishments with the 2015 Horatio Alger National Scholarship in the amount of \$22,000.

“We receive thousands of scholarship applications each year, and are continually impressed by the caliber of students our national program attracts,” said Tony Novelly, president and CEO, Horatio Alger Association. “Olivia Moore, the scholarship recipient from Kentucky, not only shows exceptional academic promise, but has also proven her strength of character by overcoming significant adversities throughout her young life. I look forward to seeing all that she will accomplish in college and beyond.”

Mr. Novak and his fellow new Members will be formally inducted into the Association at the 68<sup>th</sup> Horatio Alger Award Induction Ceremonies in Washington, D.C. on April 9-11, 2015. The annual three-day event honors the achievements of the Members and also recognizes the 2015 Horatio Alger National Scholars, affording both groups the opportunity to meet and interact, exchanging stories of hardships, triumphs and successes.

To view the complete list of Horatio Alger Members selected for the Class of 2015, please visit [here](#).

To view the complete list of 2015 Horatio Alger National Scholarship recipients, please visit [here](#).

###

**About Horatio Alger Association of Distinguished Americans:**

Founded in 1947, the Horatio Alger Association of Distinguished Americans, Inc. fulfills its mission of honoring the achievements of outstanding individuals who have succeeded in spite of adversity and of encouraging young people to pursue their dreams through higher education. Horatio Alger Association supports students through annual undergraduate and graduate need-based scholarships and mentoring programs across the United States and Canada. Since 1984, the Association has awarded more than \$100 million in college scholarships to deserving young people. For more information, please visit [www.horatioalger.org](http://www.horatioalger.org).