



BECAUSE ONLY BY
 CELEBRATING CULTURE
 CAN WE HOPE TO INSPIRE ART.

Whether made with words, images or music, art resonates through African-American life. Recording our experience, revealing our humanity, depicting our soul. It can soothe or excite, enlighten or entertain, constantly compelling us to look and listen.

At Kraft General Foods, we're proud to help bring the visions and sounds of ethnic culture to the community. Not only helping people to experience the art of others, but inspiring the artists themselves.

Because only through the celebration of art can we begin to understand what makes us human.

KRAFT GENERAL FOODS

Velveeta.

Maxwell House

Miracle Whip.

THE *Real* GOURMET.

Cool Whip.

Kool-Aid.

Oscar Mayer.

BIRDSEYE.