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It's Crunch Time For These Award Winners

MaryEllen Fillo
JAVA

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As if being named national BR!CK award winners a few weeks ago wasn't enough for three altruistic Connecticut residents, now there is more.

They, along with the other nine award winners recognized for improving their communities and the world, will have their faces and philanthropic stories commercially splashed on - no, not Wheaties boxes - bags of Dorito Chips.

Beginning May 1, the snack-food aisle will include bags of the Frito-Lay product with the mugs of state winners Jennifer Staple, 25, of Newtown; Ruth DeGolia, 24, of New Haven; and Jacob Komar, 14, of Burlington.

"We know young people today want to make a difference in the world, and they have a voice to be heard," said Ann Mukherjee, vice president of marketing for Frito-Lay, about the decision to advertise the winners and their good deeds on the product packaging. "That's why Doritos is providing these inspirational young people with a creative outlet to share their stories."

For Komar, it is just cool! "I am totally psyched about it," said the teenage whiz kid, who is a junior at the University of Hartford (yes, a junior in college, not high school), majoring in computer engineering.

Brains and maturity aside, Komar said he sees the advertising as a great way to get his name out there and, also, let his peers know that even at the tender age of 14, one can make a difference.

"There is a coolness factor to it," he said. "And as a computer geek, Doritos are a large part of my diet."

Komar, who won the award for refurbishing discarded computers and donating them to schools, prisons and other places in need, said he has already received one of the bags, minus the Doritos, with his picture on it.

"It's framed and hanging in our living room," he said.

The BR!CK awards are sponsored by Do Something, a foundation founded by actor Andrew Shue.