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**40 COLLEGES AND UNIVERSITIES STEP UP TO SUPPORT THE BREAST
CANCER CAUSE THROUGH THE YOPLAIT® SAVE LIDS TO SAVE LIVES®
COLLEGE CHALLENGE**

MINNEAPOLIS (April 22, 2009) – General Mills Foodservice today announced a banner year for the Yoplait® Save Lids to Save Lives® College Challenge, an annual program where the company partners with college and university chapters of the Zeta Tau Alpha (ZTA) fraternity to help raise awareness and funds for the breast cancer cause. In 2008 the program doubled the number of colleges participating from 20 to 40 and more than doubled the number of lids collected over the previous year.

Challenge schools collected more than 124,000 Yoplait yogurt lids, helping Yoplait meet its goal of raising \$1.5 million for Susan G. Komen for the Cure®, the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care and energize science to find cures.

This past fall special pink lids topped Yoplait yogurt cups, and for every lid saved and mailed in by Dec. 31, 2008, Yoplait pledged to donate 10 cents to Susan G. Komen for the Cure®, up to \$1.5 million, with a guaranteed donation of at least \$500,000. Students, faculty and alumni at the participating schools were encouraged to save their pink Yoplait lids and drop them off in collection bins around campus.

2008 marked the milestone 10th anniversary of Save Lids to Save Lives, Yoplait's signature pink lid program, which calls for men and women to take action to raise awareness and funds for breast cancer. To date, Yoplait has donated more than \$22 million to the breast cancer cause.

For the third year in a row, Georgia Tech took top honors in the challenge, collecting more than 18,000 lids, an increase of 48 percent over last year. The University of South Florida took second place with 10,910 lids, followed by first time challenge participant Baylor University with 10,411 lids, and the University of South

Carolina, who had the biggest lid increase among all participating challenge schools over last year to collect a total of 9,684 lids.

General Mills Foodservice provided participating schools with the marketing tools to execute the Yoplait Save Lids to Save Lives College Challenge, which included collection bins, posters, table tents, banners, t-shirts and Yoplait branded giveaways. On-campus dining services worked with campus ZTA fraternity members and their school's athletic department to generate publicity and drum up support.

"We're just thrilled that the participating schools take such an active role in helping raise awareness for the breast cancer cause," said Julie Anderla, promotion manager, General Mills Foodservice. "College students today are very cause minded and the Yoplait Save Lids to Save Lives College Challenge gives foodservice operators the opportunity to support a cause that really resonates with students."

ZTA Supports Breast Cancer Education and Awareness

The Yoplait Save Lids to Save Lives College Challenge is proud to partner with Zeta Tau Alpha, a national fraternity whose national philanthropy has focused on breast cancer education and awareness since 1992.

"Support of the breast cancer cause is not just something we do, it's a part of who we are," said Becky Kirwan, ZTA Foundation President. "The Yoplait Save Lids to Save Lives program is a natural fit for our organization."

According to Kendra Kirkland, ZTA President at Baylor University, 2008 marked the first year the Baylor University participated in the challenge. "The breast cancer cause is something we can all relate to and we want to be part of the cure," she said.

ZTA members worked with their on-campus dining services to place lid collection bins in strategic locations on campus where Yoplait yogurt was sold – including the coffee shop in the library, the dining facility in the student union and in cafeterias connected to the dorms.

"Our foodservice director was very encouraging to us and wanted to see us succeed," said Kirkland. "We're really pleased with what we were able to

accomplish in our first year with the Yoplait Save Lids to Save Lives College Challenge and already have ideas to make this even bigger next fall.”

The Baylor Zetas incorporated the Yoplait Save Lids to Save Lives campaign in a number of sorority activities including a homecoming breakfast for members and parents, their fall fundraiser for breast cancer awareness, and also hosted lid collection events at two pre-season women’s basketball games.

Yoplait Recognized as Socially Responsible Brand

In 2008, Yoplait was recognized as the “top socially responsible brand” in the food and beverage category by Alloy Media + Marketing in its annual College Explorer Study conducted by Harris Interactive. The study’s findings show that college students continue to demonstrate strong commitment towards the brands they feel are contributing positively to world issues and prefer brands they perceive to be socially responsible.

College and university foodservice operators interested in participating in the 2009 Yoplait Save Lids to Save Lives College Challenge are encouraged to contact their General Mills Foodservice sales representative at 1-800-882-5252.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios[®], Yoplait[®] yogurt, Nature Valley[®] granola bars, Gold Medal[®] baking mixes, Pillsbury[®] biscuits and other sweet goods. The division generates more than \$2.0 billion in annual sales.

About Susan G. Komen for the Cure[®]

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world’s largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.3 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

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