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“Pink Together”[®] Promotion Helps College and University Operators, Students Come Together to Support the Breast Cancer Cause in October

MINNEAPOLIS (July 20, 2011) – College and university foodservice operators are encouraged to turn their operations pink this fall with *Pink Together*[®], a General Mills promotion designed to drive awareness and support of the breast cancer cause.

Campuses that go *Pink Together*[®] can show their support for the cause and General Mills’ \$2 million national donation to 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 the cures.

Operators interested in *Pink Together*[®] will receive merchandising kits to show students how they can support the brands that support the cause. Each kit includes a manager’s guide, recipe ideas, balloons, “In Honor Of” cards, and point of sale materials to use with General Mills products, such as bulk cereal dispenser clings, picks for cupcake made with Gold Medal[®] Baking Mix, and stickers for Pillsbury[®] Crescent Scrambles.

Operators who sign up for the promotion with the General Mills Foodservice sales representative will also be able to access customizable materials and find additional details about publicizing *Pink Together*[®] events in campus dining halls and satellite locations.

“*Pink Together* is dedicated to spreading support and hope to those touched by breast cancer,” said Ryan Petz, associate college and university channel manager, General Mills Foodservice. “Through *Pink Together*, operators can create a campus-wide event to generate further awareness of this important cause among the campus community.”

After skin cancer, breast cancer is the most common type of cancer among women in the United States today, and represents one of every three cancer diagnoses¹. 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. In fact, 85 percent of millennials are likely to switch to brands that support a cause².

The *Pink Together*[®] promotion runs through Oct. 31, the last day of Breast Cancer Awareness Month.

Operators interested in *Pink Together*[®] can contact their General Mills Foodservice sales representative for more information.

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 \$1.8 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 \$1.9 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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1 - Susan G. Komen for the Cure[®]

2 - 2010 Cone Cause Evolution Study