



News Release
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General Mills wins United Way Summit Awards

-- America's Largest Charity Awards Prestigious Honor to General Mills for Exemplary Philanthropy, Community Investment and Impact

BALTIMORE (May 15, 2008) – At the 2008 United Way Community Leaders Conference today, [United Way of America](#) presented [General Mills](#) with three [Summit Awards](#) in Corporate Philanthropy, Community Volunteerism and Community Impact – to recognize the company's outstanding commitment to United Way and communities across the country.

“We applaud General Mills for their leadership, generosity and commitment to community volunteerism,” said United Way of America President and CEO Brian A. Gallagher. “General Mills is a valued partner and model of corporate social responsibility in action.”

In 2007, General Mills gave more than \$82 million to communities in North America, representing more than five percent of the company's pretax profits. Since their Foundation began over 50 years ago, the company has contributed more than \$390 million to communities. In 2007, these contributions included Box Tops for Education which helps schools purchase books and supplies, Save Lids to Save Lives which provides funding for breast cancer causes, Spoonfuls of Stories which helps put books into the hands of low-income children, and \$21 million in food donations for 200 food banks that feed the hungry. General Mills is also providing support to the Greater Twin Cities United Way's initiative to reduce hunger by 20% in 2009. In 2007 alone, their contributions to Greater Twin Cities United Way assured 2.3 million people would have food on the table.

General Mills does much more than simply provide financial resources, as 78% of the company's employees volunteer, including service on nonprofit boards, participation in United Way Days of Caring and service as loaned executives. In fact, General Mills' CEO Ken Powell

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serves on the board of Greater Twin Cities United Way. Across the country and around the world, General Mills employees are making a difference – from the Joplin, MO plant’s senior management team participating in four community service projects every year; to Hannibal, MO employees doing construction work at United Way community partners; to over 500 General Mills’ employees participating in mentoring programs; to General Mills’ Project Malawi, which provided one-million nutritionally balanced meals to 3,000 malnourished children in Africa.

General Mills has also been named one of the “Most Generous Corporate Donors” by *BusinessWeek* and ranked as one of the top 10 “Best Corporate Citizens” by *CRO Magazine*.

“Our long-time partnership with United Way aligns perfectly with General Mills’ mission of Nourishing Lives and Nourishing Communities,” said Ken Powell, CEO, General Mills. “Through our financial contributions and through the work of our employees and retirees, General Mills and United Way are Nourishing Lives together.”

As part of the 2008 Spirit of America[®] Awards, now in their 21st year, the Summit Awards recognize [United Way National Corporate Leader](#) (NCL) companies that exhibit exceptional performance in:

- **Corporate Philanthropy** – strategic corporate philanthropy through overall corporate contributions including financial giving, expertise and in-kind gifts.
- **Community Investment** – exceptional involvement from senior management and employees in voluntarily giving to local communities through the workplace campaign and leadership giving.
- **Community Volunteerism** – outstanding companywide culture and demonstrated commitment to actively improve communities by mobilizing employees to volunteer.
- **Community Impact** – strategic partnership with United Way to create measurable, sustainable progress to improve lives and strengthen communities.

The Spirit of America program is open to any United Way National Corporate Leader (NCL), leading national and global corporations that partner with United Way to deliver positive results within their communities.

For more information on Spirit of America, NCL and how corporations can get involved in their communities with United Way, please log on to <http://national.unitedway.org/ncl/>, or contact Amanda Ponzar, Communications Director, at Amanda.ponzar@uwa.unitedway.org.

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About United Way

United Way is a national network of nearly 1,300 local organizations that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way of America is the national organization dedicated to leading the United Way movement to create long lasting community change by addressing the underlying causes of the most significant issues. Living united means being a part of the change. Give. Advocate. Volunteer. For more information about United Way, please visit: www.unitedway.org.

About General Mills:

General Mills is a leading global manufacturer and marketer of consumer foods products. Based in Minneapolis, Minnesota, General Mills' mission is to innovate to make people's lives healthier, easier, and richer around the world. The General Mills Foundation, celebrating more than 50 years of giving, focuses on nourishing communities. In fiscal 2007, General Mills awarded \$82 million to communities across the country, representing more than 5 percent of company pretax profits that year. Of the total, the General Mills Foundation contributed more than \$20 million in grants in the targeted areas of youth nutrition and fitness, social services, education, and arts and culture. Visit www.generalmills.com.