



News Release FOR IMMEDIATE RELEASE	Media Contact: Sheila Consaul 703.683.7871 sheila.consaul@unitedway.org
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United Way of America Recognizes General Mills as Recipient of Summit Award

-- **General Mills** Honored at 2006 United Way Community Leaders Conference --

Denver, CO (May 18, 2006) – United Way of America (UWA) today honored **General Mills** as a Summit Award recipient of its coveted Spirit of America® Award program, recognizing the company's outstanding commitment to improve lives in local communities. UWA recognized **General Mills** at its national *United Way Community Leaders Conference* in Denver, Colorado as a Summit Award recipient for Corporate Community Investment and Employee Community Engagement.

The Spirit of America® Awards program is United Way's highest tribute for corporate community involvement. Spirit of America and Summit Award recipients are judged on detailed criteria in four categories: Employee Community Investment, Corporate Community Investment, Community Leadership and Employee Community Engagement. The Spirit of America winner excels in each of these four categories. Summit Awards are presented to companies that excel in one or more of these areas.

General Mills mission is to work with communities to address societal needs with breakthrough ideas, committed employees, and financial resources. In addition, about 78-percent of General Mills employees volunteer. Some 1,000 employees companywide share their marketing, finance, communications, computer and research skills with nonprofit organizations through board work or consulting projects. Others serve as tutors and mentors in schools or they build homes for first-time homebuyers, and cook, serve and deliver meals to help the elderly remain independent.

“**General Mills** has done an outstanding job promoting volunteerism among its employees and the contributions they’ve made speak for themselves,” said UWA President and CEO Brian A. Gallagher. “Together, **General Mills** and United Way can focus resources on the most pressing problems in local communities to change people’s lives for the better.”

“At **General Mills**, we are champions for stronger communities,” said Ellen Goldberg Luger, executive director, General Mills Foundation and vice president, **General Mills**. “Our values lead us to help generate positive change in our cities and towns. We take great pride in our longtime partnership with United Way that is helping to make a difference in people’s lives.”

United Way of America awarded its 19th annual Spirit of America Award – its highest honor for a company’s outstanding commitment to local communities – to Principal Financial. In addition to the Spirit of America Award, United Way presented Summit Awards to:

- DaimlerChrysler – Corporate Community Investment and Employee Community Investment
- Duke Energy – Employee Community Engagement
- Kellogg’s – Employee Community Investment
- Kimberly-Clark – Corporate Community Investment
- Microsoft Corporation – Employee Community Engagement
- Xcel Energy – Community Leadership

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About United Way of America

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: www.unitedway.org.