

Contact:
Kimberly Leisting
Cone
617-939-8353

David Witt
Yoplait
763-764-2487

TWENTY- FIVE INDIVIDUALS HONORED BY YOPLAIT® FOR MAKING EXTRAORDINARY STRIDES IN THE FIGHT AGAINST BREAST CANCER

Yoplait and Susan G. Komen for the Cure® Celebrate as the Yoplait Champions Grow to 100 Breast Cancer Advocates Across the Country

MINNEAPOLIS, March 18, 2008 – Yoplait® and Susan G. Komen for the Cure®, today announced the 2008 Yoplait Champions, ordinary women and men from across the country doing extraordinary things in their local communities to help in the fight against breast cancer. For the fourth time, these organizations conducted a nationwide search, and selected 25 individuals, whose inspirational and motivational stories are an example of courage, strength and dedication to the breast cancer cause.

“We are honored to recognize the 25 2008 Yoplait Champions, who have each selflessly devoted their time and effort to fighting breast cancer in their own, unique way” said Camille Gibson, vice president of Yoplait. “It is humbling to consider the survival and success stories of the 100 women and men honored in the four years of the Yoplait Champions program and the amazing contributions they have made to their families, friends, co-workers and neighbors.”

The 2008 Champions represent 17 states and are made up of breast cancer patients, survivors and advocates as well as husbands, mothers, daughters and friends of those touched by breast cancer. Each champion has a unique tie to the disease, but all share a passion for raising awareness and educating others about breast health.

Each of this year’s Champions is involved in innovative organizations and programs, and each uses a unique, creative method to spread awareness and raise funds for the fight against breast cancer. These methods include, creating art moldings depicting cancer-affected chests to motivate breast cancer screenings, forming nonprofit organizations, establishing community volunteer and breast cancer support groups, engaging in public speaking opportunities, forming rehabilitation clinics, establishing free mammogram parties, publishing Web sites and books with tips for those battling the disease, and even a retired football star starting a foundation to raise money and awareness.

“These 25 individuals are tireless leaders in their communities,” said Gibson. “Their efforts have ensured that those diagnosed with breast cancer will have somewhere to turn and a shoulder to lean on. They are role models, and they are truly Champions.”

The selfless efforts of the Yoplait Champions do not go unnoticed and often inspire others around them to do the same. In fact, according to a 2007 Yoplait survey of those affected by breast cancer, nine out of ten survey respondents said they are doing something to help in the

fight against breast cancer and 40 percent try harder to make a difference, as a result of their experience with the disease.

The 2008 Yoplait Champions are:

Jill Binkley, Alpharetta, Ga.	Linette Atwood Schulz, Parkville, Mo.
Barbara P. Bellinger, Bridgeport, Conn.	LeRoy Butler, Jacksonville, Fla.
Heather Cobb, Tulsa, Okla.	Haley Crider, Rome, Ga.
Nancy Davenport-Ennis, Newport News, Va.	Ann E. Fonfa, Delray Beach, Fla.
Sean P. Gladieux, Greensboro, N.C.	Barbara L. Harttraft, Hamilton, N.J.
Nancy Jaynes, Plymouth, Ind.	Jennifer Johnson, Overland Park, Kan.
Linda R. Johnson, Philadelphia, Pa.	Neile Jones-Batie, Rogers, Ark.
Patricia Lauzze, Bath, N.Y.	Sharon Marler, Anthony, Idaho
Lillian Kehaunani Matsumoto, Honolulu, Hawaii	Palmer McInnis, Houston, Tex.
Elizabeth Miniscalco, Chicago, Ill.	Mary Olsen Kelly, Honolulu, Hawaii
Mary Ellen Scherl, Tenafly, N.J.	Roberta Levy Schwartz, Houston, Tex.
Peggie D. Sherry, Tampa, Fla.	Carrie Wells, New York, N.Y.
Neel Stallings, Charlotte, N.C.	

The 25 Yoplait Champions were selected based on the following criteria:

- Demonstrates a strong and sustained commitment to the breast cancer cause, including a personal sacrifice
- Illustrates a creative and innovative concept that furthers the goal of fighting breast cancer
- Taking a creative and/or innovative approach to furthering the goals of fighting breast cancer
- Impact others' lives and/or the community
- Creates change(s) in their communities

To commemorate this honor, Yoplait will donate \$1,000 to each Champion's charity of choice focused on the breast cancer cause. For more information on the 2008 Yoplait Champions, visit www.yoplait.com.

Yoplait commissioned the national search with Susan G. Komen for the Cure as an integral partner during fall 2007. Between September 18 and November 6, 2007, Yoplait accepted online nominations at www.yoplait.com.

About Yoplait

For more than 18 years, Yoplait has been committed to raising awareness of women's issues, including breast cancer, heart health, osteoporosis prevention and fitness. To date, Yoplait and its parent company General Mills have donated more than \$18 million to the breast cancer cause over the past 9 years. In addition to the *Save Lids to Save Lives* campaign, Yoplait is a member of Susan G. Komen for the Cure's Million-Dollar Council and is the National Series Presenting Sponsor of the Komen Race for the Cure®, the largest series of 5K run and fitness walks in the world. Visit www.yoplait.com to get involved in the *Save Lids to Save Lives* program.

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 and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. 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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