

Media Contacts:

Erin Bix –or–

Mike Siemienas

763-764-6364

Media.line@genmills.com

**For Immediate Release**

**Wheaties**™ **Celebrates Two Historic Firsts with American Champions Sage Kotsenburg and Mikaela Shiffrin**

***Stars from Sochi to be featured on limited-edition Wheaties boxes***

MINNEAPOLIS, February 27, 2014 — Elite athletes Mikaela Shiffrin (@mikaelashiffrin) and Sage Kotsenburg (@sagekotsenburg) sped, carved, spiraled and twisted down the mountains of Sochi to earn gold medals and are now being recognized on the iconic Wheaties box. Having captured the world’s attention with their stellar athletic performances, sportsmanship and inspirational stories, Shiffrin and Kotsenburg join the ranks of past champions to earn this coveted honor. The two, limited-edition Wheaties boxes will hit store shelves this spring.

“We are thrilled to welcome Mikaela Shiffrin and Sage Kotsenburg to the Wheaties family, and we congratulate all of the American athletes for their remarkable efforts and accomplishments,” said Jim Wilson, marketing manager for Wheaties. “Both Mikaela and Sage bring tremendous dedication and commitment to their sports while embodying the talent, heart and strength that are the epitome of true champions.”

**Shiffrin: Teen skier conquers the slopes and becomes youngest alpine champion**

On the mountains outside Sochi, Shiffrin carved her way down the difficult slalom course to become the youngest alpine skier in history to ever win gold. She also became the first American to win the slalom event in 42 years.

“Representing alpine skiing and joining so many amazing athletes who have appeared on the Wheaties box is a great honor,” said Shiffrin. “This has been an unbelievable experience and proves that all of the time, hard work and determination paid off. I hope that I can be a role model for other young skiers trying to accomplish their goals.”

Referred to by some as the “Mozart of ski racing” for the way she expertly glides down the mountain, this new American champion practically learned how to ski before she could walk in her hometown of Vail, Colorado. Shiffrin began racing the World Cup circuit at the age of 15 and claimed the slalom world championship in 2013.

**-more-**

**Stars from Sochi featured on limited-edition Wheaties boxes/Page 2**

**Kotsenburg: Snowboarding pioneer soars to first U.S. Gold**

Kotsenburg, born in Coeur d'Alene, Idaho and raised in Park City, Utah, gave an awe-inspiring performance in the first-ever snowboard slopestyle event of its kind. With the world watching, Kotsenburg landed a trick he had never tried previously - a “1620 Japan Air” - becoming the first U.S. athlete to win gold in Sochi.

Kotsenburg’s creativity and unique style on the course helped set him apart from the rest the field, while his outgoing persona off the course has made him a favorite with fans.

“I am humbled to represent America and the sport I love on the Wheaties box,” said Kotsenburg, who began snowboarding at age 5, and qualified for the U.S. Open as a 12-year-old. “Standing on top of the podium was a huge honor and words can’t describe how awesome it feels to join the amazing athletes who have come before me as part of the Wheaties legacy.”

**ABOUT WHEATIES**

Wheaties has been committed to providing athletes with the nutrition they need to help them perform at their best for more than 85 years. The team behind “The Breakfast of Champions” has worked for decades to learn from food scientists, health professionals and athletes about what active people need to help fuel their active lifestyles. Some of the greatest athletes in American history have been honored by this first-ever whole grain breakfast cereal. Wheaties’ 100 percent whole grain flakes can be enjoyed a variety of ways including with low-fat chocolate milk for long-lasting energy as part of a complete breakfast. To view Wheaties-inspired recipes as well as a timeline of Wheaties Champions over the decades, visit [www.wheaties.com](http://www.wheaties.com/).

**ABOUT TEAM WHEATIES**

Team Wheaties is a select group of elite athletes who represent the best in their respective sports. They were selected for the team based on their athletic achievements as well as how they personify being a champion both on and off the field of competition. Current Team Wheaties athletes include: MVP football star Adrian Peterson; motocross champion Ryan Dungey; speedskaters J.R. Celski and Heather Richardson; alpine skiing champion Mikaela Shiffrin; snowboard slopestyle champion Sage Kotsenburg; para athletes Evan Strong, Blake Leeper and Jessica Long; lacrosse MVP Rob Pannell; snowboard cross champion Nick Baumgartner; decathlete R.J. McGinnis and climber Tommy Caldwell.

To find out more about Wheaties and all of the athletes on the team visit [www.Wheaties.com](http://www.Wheaties.com) or [www.facebook.com/Wheaties](http://www.facebook.com/Wheaties).

*The Breakfast of Champions and Wheatiesare registered trademarks of General Mills*

###