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FOR IMMEDIATE RELEASE

## **Yoplait® Go-GURT® Yogurt Running Family Photo Contest** *Steve Harvey listeners sharing their fun with Go-GURT*

MINNEAPOLIS (February 6, 2014). [Yoplait Go-GURT](#) wants to see photos of your family having fun with Go-GURT. Now through February 12, Go-GURT is asking families to submit their photos at <http://www.steveharvey.com> for a chance to win \$500. Two winners will be selected each week and their photos may be posted on the [Go-GURT Instagram page](#) at the end of the contest.

Moms love that Go-GURT yogurt is a fun source of calcium and vitamin D on the go. Just freeze Go-GURT overnight, toss in the lunch box and it thaws by lunchtime\*. And now Go-GURT is made with no high fructose corn syrup and contains natural colors and flavors.

With 30 years of experience, Yoplait continues to bring innovation to the category by focusing on consumers' varying needs from a trusted brand they can rely on and is fun for their families. A good source of calcium, Go-GURT yogurt contains natural colors and flavors and has at least 10 percent daily value of Vitamin A and D.

Go-GURT is available in 8, 16 and 24-count package varieties; the tube offerings are as fun as they are healthy. With a suggested retail price of \$2.89 per 8-pack, \$4.99 per 16-pack, and \$6.49 per 24-pack, Go-GURT is available nationally in the refrigerated aisle. For more information from Go-GURT yogurt, visit [www.yoplait.com/GoGurt](http://www.yoplait.com/GoGurt).

### **About General Mills**

General Mills is one of the world's leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki, and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2013 worldwide sales of US \$17.8 billion. Visit [www.generalmills.com](http://www.generalmills.com).

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*\*Kids under 5 years may have difficulty swallowing frozen Go-GURT® Low fat yogurt. Please be sure to thaw before serving.*

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