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FOR IMMEDIATE RELEASE

## **Yoplait® Go-GURT® Yogurt: Better For Your Lunch Box, Better For Your School with the Box Tops For Education® Program**

MINNEAPOLIS (January 15, 2014). It's time to refuel as kids return to school with Yoplait® Go-GURT® yogurt. Not only is Yoplait Go-GURT a great choice to include in lunches as kids kick off the New Year, but families can now earn double Box Tops on select packages of Yoplait Go-GURT in January.

Yoplait Go-GURT wants to make your school better this New Year too. Starting January 13 through February 10, Go-GURT is running an eBoxTops® sweepstakes in which eligible schools\* across the country have a chance to win a grand prize of 100,000 eBoxTops (value of \$10,000) and three runners up will each receive 10,000 eBoxTops (value of \$1,000). Simply go to [www.boxtops4education.com/savings-and-promotions/sweepstakes/2013/GoGurt-Sweepstakes](http://www.boxtops4education.com/savings-and-promotions/sweepstakes/2013/GoGurt-Sweepstakes) and tell us what you'd like to make better at your school and one lucky winner will be awarded the grand prize.

### **Better for you snacks to refuel for the New Year**

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 even better with no high fructose corn syrup and contains natural colors and flavors.

Yoplait Go-GURT Grab 'n Go Smoothie Poppers\* are a delicious frozen treat that can be made in any shape and are perfect for snacking on the go. Simply blend banana, tubes of any flavor Go-GURT, frozen strawberries and orange juice. Pour into sections of ice cube trays or shaped molds and freeze. When frozen, pop out and store in a presealable freezer plastic bag for snacking.

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Try Yoplait Go-GURT Yogurt Dippers for a fun snack at lunch, after school or after a big sporting event. Select your favorite flavor of Go-GURT and dipping items, such as mini pretzels, animal crackers, baby-cut carrots, mini fruit skewers or cookies. Place them all in separate containers and put them in your kid's lunch box or serve them after school on a fun tray.

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 one that 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.

The reformulated Go-GURT has new packaging with the health messages called out, and all the same great flavors. 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 <http://www.yoplait.com/products/yoplait-go-gurt>.

### **About Box Tops for Education**

Box Tops for Education is one of the nation's largest earnings programs and has been helping schools succeed since 1996. With more than 250 participating products, it's an easy way for schools to earn cash for the things they need.

- Over 90,000 K-8 schools participate nationwide.
- Each Box Tops clip is worth 10 cents and they add up fast.
- Schools can use their Box Tops earnings to buy whatever they need most, from books to field trips to playgrounds.
- So far, America's schools have earned more than \$600 million from Box Tops...and counting. (total earned from all Box Tops programs since 1996)

### **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).

*\*Schools must be enrolled in the Box Tops For Education program to be eligible.*

*\*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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