

Kids Contest Corner

General Mills Celebrates 75 Years of Innovation, Invention, Food and Fun and Asks Kids, "What Will You Bring to the Table?"

(NAPSA)—What will the foods of the future look like? What will future foods taste like? Peanut butter and jelly Cheerios cereal? Fluorescent green vegetables that glow in the dark? The sky's the limit—and anything is possible. Really.

What will you bring to the table in the next 75 years? That's the question General Mills is asking of kids, challenging contestants to let their imaginations run wild to dream up a food innovation they will enjoy in the next 75 years.

The beginning.

The General Mills of 75 years ago—when the company was first listed on the New York Stock Exchange—had just two consumer foods products: Gold Medal flour and Wheaties cereal. No Kix. No Trix. No Pillsbury Doughboy. Even (gasp!) no Cheerios! All of those products, plus hundreds of others, came in just the last 75 years of innovation, invention, food and fun at General Mills.

Did you know that General Mills has developed a number of innovative food firsts? The Pillsbury division created the first solid food eaten in space when it developed Space Food Sticks for NASA in 1962 for F. Scott Carpenter's mission on Aurora Seven. Other innovative food firsts include GOGURT—the first yogurt packaged in a freezable tube, and Hamburger Helper dinner mixes, which created an entire new product category. A list of the company's top 75 innovations is located at www.generalmills.com.

Creative contest.

The contest, open to kids ages 8 to 14, welcomes any new food idea—anything from a new food product or flavor, new food shapes or packages, new product categories or meal ideas. Winners will be selected primarily on the creativity of their entries and how well their drawing depicts their ideas. One grand prize winner will win 75 shares of General Mills stock, a \$7,500 scholarship and a trip to



General Mills' World Headquarters to be President of Future Innovations for a day. Four runners up will win 75 shares of General Mills stock and 75 of their favorite General Mills products.

"We have a lot of fun developing new products and new ideas to make meals easier and tastier for families," says Lisa Schroeder, vice president of Research and Development for General Mills. "So we decided to share the fun with the innovators of the future—kids. It's a great way to celebrate our 75th anniversary and we're expecting some wild and wonderful entries."

How to enter.

Kids can log on to www.generalmills75.com and download an official entry form. Entrants are required to write an essay of 250 words or less about their new food idea that will change the way we eat over the next 75 years and create a name for it. The entry also must include an illustration of the idea. Judging criteria will be primarily based on creativity and how well their drawing depicts the ideas they submit. Complete contest rules can be found on www.generalmills75.com. The contest is open only to legal residents of the United States between the ages of 8 and 14 and is void in Puerto Rico and where prohibited by law. All entries must be received by January 15, 2004. No purchase necessary to win. A qualified panel of independent judges will select the winners in February 2004. The winner will be notified by phone, email or postal mail.