



TWENTY- FIVE PEOPLE HONORED AS YOPLAIT CHAMPIONS FOR MAKING EXTRAORDINARY STRIDES IN THE FIGHT AGAINST BREAST CANCER

MINNEAPOLIS, March 20, 2007 – Yoplait®, Susan G. Komen for the Cure and *SELF* magazine today announced the 2007 Yoplait Champions, 25 ordinary women and men doing extraordinary things in their local communities to help in the fight against breast cancer. Together, the three organizations conducted a nationwide search last fall, asking the public to submit nominations to Yoplait.com.

“It’s an honor to recognize the 2007 Yoplait Champions for their inspirational work in the fight against breast cancer,” said Camille Gibson, vice president of Yoplait. “We admire these men and women for their selflessness, strength and dedication to the cause.”

National Survey Mirrors Yoplait Champions’ Dedication to the Cause

According to a 2007 Yoplait survey of those affected by breast cancer, nine out of ten are positive and optimistic about their health. Despite a lack of energy, they remain active in raising awareness and funds for the cause.

Overall, nine out of 10 survey respondents are doing something to help in the fight against breast cancer. Specifically:

- 37 percent participate in fundraising walks
- 43 percent mentor others diagnosed with breast cancer, and
- 40 percent try harder to make a difference, as a result of their experience with breast cancer.

“The Yoplait Champions are leaders in the grassroots support network,” said Gibson. “They are champions and role models and work tirelessly to raise awareness and educate others about breast cancer.”

The Champions represent 18 states and have various ties to the cause including being breast cancer survivors, advocates, as well as husbands, mothers, daughters and friends of those affected by the disease. This year’s Champions are involved in inspirational programs and use creative methods to spread awareness and raise funds for the fight against breast cancer. These methods include starting non-profit foundations, hosting comedy parties as fund raisers, establishing mobile mammogram units to service underinsured women, establishing scholarships for high school students affected by breast cancer, and creating breast cancer support groups and publishing Web sites and survival guides.

The 2007 Yoplait Champions are:

Donna Bruck, Monroe, MI
LaTondria Carter, Tallahassee, FL
Wendy Chioji, Winter Park, FL
Sandy Clauser, South Bend, IN
Vicky Cooke, Wilmington, DE
Jeanne Fitzmaurice, Bend, OR
Peter Flierl, Greenwich, CT
Andrea Ivory, Miami, FL
Colleen Johnson, Kansas City, MO

Elaine Lustig, Orlando, FL
Tenille Oderwald, East Peoria, IL
Randi Passoff, Atlanta, GA
Elsa Pérez, San Antonio, TX
Ellen Richman, Jenkintown, PA
Saranne Rothberg, Tenafly, NJ
Maria Antonia Sánchez, Hood River, OR
Joanne Seneta, Lynn, MA
Lillie Shockney, Baltimore, MD

Janey Shugart, Granite Bay, CA
Marc Silver, Chevy Chase, MD
Cathy Varunok, Poughkeepsie, NY
Beverly Vote, Lebanon, MO
Sandra Walters, Denver, CO
Sara Williams, Mebane, NC
Grace Wright, Raleigh, NC

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

- Demonstrating a strong and sustained commitment to the breast cancer cause
- Making personal sacrifices to further the cause
- Taking a creative and/or innovative approach to furthering the goals of fighting breast cancer
- Impacting others' lives and/or the community
- Creating 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. In addition, the 25 Yoplait Champions will receive a personalized engraved Simon Pearce award during a special ceremony held this April in New York City.

This is the third year Yoplait hosted a nationwide search for extraordinary individuals helping in the fight against breast cancer. For more information about the 2007 Yoplait Champions, visit www.yoplait.com.

Yoplait commissioned the national search with Komen for the Cure and *SELF* magazine as integral partners during fall 2006. Between September 18 and November 6, 2006, 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 \$17 million to the breast cancer cause over the past 8 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 1-800-I'M AWARE.

About *SELF* magazine

SELF magazine is the preeminent healthy lifestyle magazine for women, incorporating health and beauty, fitness and nutrition, and happiness and personal style all in one package. *SELF* is the creator of the Pink Ribbon and has long been dedicated to the issues of women's health and breast cancer awareness. More than 5.4 million readers turn to *SELF* each month. *SELF* is published by the Condé Nast Publications. For more information, log on to www.Self.com.

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