

General Mills Leads the Way in North Simcoe for the 2007 United Way Campaign

Friday, December 14, 2007

Who: **United Way of Greater Simcoe County**
What: **General Mills cheque presentation**
When: **December 17th, 2:30 p.m.**
Where: **General Mills Canada Corporation, 111 Pilsbury Drive, Midland**

Photo Opportunity:

The employees of General Mills and the Corporation itself have pulled together in a spectacular way for this year's United Way's campaign. General Mills was the winner of the 2006 Way Outstanding Effort Award and the committee at General Mills has once again expended significant energy in not only securing employee contributions, which were matched corporately, but also orchestrating special events to raise a collective \$35,755 for 2007. General Mills will be presenting a cheque to United Way on the 17th at 2:30 and Media are invited to take photographs on this day.

Additionally:

- Over 80% of funds donated to United Way of Greater Simcoe County are raised in the workplace, most through payroll deduction programs. More than 150 employers in Simcoe County support their community through United Way.
- In 2006 United Way of Greater Simcoe County raised a record amount for local programs and services - \$1,280,000. This year our goal is \$1.36 million.

Sample of clients supported and dollars donated in Midland:

○ Big Brothers of North Simcoe	27	\$9,500
○ CNIB	286	\$64,750
○ Canadian Hearing Society	61	\$17,000
○ Canadian Red Cross	8347	\$19,000
○ Community Link North Simcoe	12,629	\$17,750
○ David Busby Centre	500	\$53,750
○ Deaf Access Simcoe	46	\$44,750
○ YMCA of Simcoe Muskoka	20	\$25,000

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For further information:

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