



**TWENTY- FIVE CHAMPIONS HONORED FOR MAKING EXTRAORDINARY STRIDES
IN THE FIGHT AGAINST BREAST CANCER**

Champions Honored in Conjunction with Yoplait's Save Lids to Save Lives® Promotion

New York, March 23, 2006 - Yoplait®, the Susan G. Komen Breast Cancer Foundation and *SELF* magazine today will honor the 2006 Yoplait Champions, 25 ordinary women and men doing extraordinary things in their local communities to help in the fight against breast cancer. For the second time, Yoplait conducted a nationwide search designed to highlight the “power of the individual” in the breast cancer cause. With the help of the Susan G. Komen Breast Cancer Foundation and *SELF*, Yoplait has selected these individuals, whose inspirational and motivational stories exemplify what it means to be a champion. The announcement of the Yoplait Champions takes place in tandem with the company’s signature *Save Lids to Save Lives* promotion running from March 15 – May 15.

“It’s an honor to recognize the Yoplait Champions for their dedication to the fight against breast cancer,” said Camille Gibson, Vice President of Yoplait. “These real-life heroes are truly inspiring and I am in awe of their courage and strength.”

The Champions hail from 17 different states and have various ties to the cause including being breast cancer patients, survivors, advocates, as well as sons, daughters, mothers and nieces of those touched by the disease. Many of the Champions honored are involved in innovative breast cancer organizations and programs that reach out to the underserved African-American, Hispanic/Latina and Native American communities. Some focus their time solely on educating young women while others have used art to raise awareness about breast cancer.

In conjunction with the Yoplait Champions announcement, Yoplait’s *Save Lids to Save Lives* promotion provides consumers a chance to be an everyday champion by helping in the fight against breast cancer. From March 15 - May 15, consumers can purchase Yoplait yogurt cups with special pink lids, and with every lid that is saved and mailed in through July 31, 2006, Yoplait will donate ten cents to the Susan G. Komen Breast Cancer Foundation, up to \$1.5 million with a guaranteed minimum donation of \$500,000.

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The 25 Yoplait Champions are:

- Cookie Aftergut, Atlanta, GA
- Sharon Basset, Zionsville, IN
- Kathy Cawthon, Hampton, VA
- Sarah Copeland, Savannah, GA
- Faye Dietiker, Cyprus, CA
- Shaney Jo Darden, Oceanside, CA
- Mary Lynn Faunda Donovan, Greer, SC
- Carmen Gonzalez, El Paso, TX
- Tammy Greyshock, Charlotte, NC
- Becky Haddad, Aurora, CO
- Barbara Hensley, Wayzata, MN
- Martha Kaley, Greensboro, NC
- Denise O'Neill, Arnold, MD
- Ethel Kessler, Bethesda, MD
- Genne' McDonald, Gainesville, FL
- Debbie Mancini Wharff, West Des Moines, IA
- Karen Parker-Chesson, Chesapeake, VA
- Dorothy Slator Paterson, Houston, TX
- Jana Peters, San Francisco, CA
- Heather Pick, Hilliard, OH
- Jeff Popkin, Needham, MA
- Fran Robinson, La Plata (Farmington), NM
- Nancy Ryan, Lee, NH
- Christine Smith, Seattle, WA
- Diane Youngblood, Bedford, TX

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 glass trophy during a special ceremony held today at *SELF* magazine's headquarters in the Condé Nast building in New York's Times Square.

From Ethel Kessler creating a breast cancer stamp for the United States Postal Service which has raised over \$50 million in support of breast cancer research, to Tammy Greyshock running the Race for the Cure[®] every year since 1992 and Jeff Popkin creating the Ellie Fund's Care for Caregiver's program in memory of his mother who died of breast cancer, each Yoplait Champion embodies a true champion. For more information about the Yoplait Champions and *Save Lids to Save Lives*, visit www.yoplait.com.

Yoplait commissioned the national search with the Komen Foundation and *SELF* magazine as integral partners during fall 2005. Between September 19 and October 31, 2005, Yoplait accepted nominations through its Web site, www.yoplait.com.

About Yoplait

For more than 17 years, Yoplait has been committed to raising awareness of women's issues, including breast cancer, heart health, osteoporosis prevention and fitness. With the attainment of this year's goals and the fulfillment of this year's commitment, Yoplait, its parent company General Mills and its Foundation have donated more than \$14 million to the breast cancer cause over the past seven years. In addition to the *Save Lids to Save Lives* campaign, Yoplait is a member of the Komen Foundation'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 the Komen Foundation

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure[®] to eradicate breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. Together with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised \$750 million for the fight against breast cancer.

For information about breast cancer and breast health, visit the Komen Foundation's award-winning Web site at www.komen.org or call the Foundation's National Toll-Free Breast Care Helpline at 1.800 I'M AWARE[®] (1.800.462.9273).

About SELF Magazine

SELF Magazine is the preeminent healthy lifestyle magazine for women. SELF debuted 26 years ago as the first-ever magazine of total well-being, 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 five million readers turn to SELF each month. SELF is published by the Condé Nast Publications.

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