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## LIMITED-EDITION HONEY NUT CHEERIOS BOX FEATURES BLOGGERS IN CARING

*ShopRite Partners In Caring and General Mills Recognize Local Bloggers Who Raised Awareness of Hunger*

**Edison, NJ (January 27, 2010)** – Many of us have heard the expression “pay it forward,” but ShopRite’s community-based hunger-fighting charity, ShopRite Partners In Caring, applied this theory in a new way. For the first time, ShopRite and General Mills teamed up with online influencers and invited them to become ***Bloggers In Caring***, to spread the word about food insecurity and inspire their readers to help fight hunger.

As part of the *Blog It Forward To Fight Hunger* campaign, a program designed to increase hunger awareness, bloggers were asked to engage their audience in a conversation about hunger. For every comment on a blogger’s post, up to 30 comments, ShopRite and General Mills pledged to donate one box of cereal to a local food bank.

More than 80 bloggers participated in the *Blog It Forward To Fight Hunger* campaign, resulting in a donation of 3,000 boxes of cereal to local food banks in ShopRite’s trading area of New Jersey, New York, Pennsylvania, Delaware, Connecticut and Maryland. To honor their participation, each of the bloggers is featured in a photo mosaic on a special-edition Honey Nut Cheerios box, now available exclusively at ShopRite stores.

“We are grateful to all the bloggers who joined ***Bloggers In Caring***,” said Christine Magyarits, ShopRite Partners In Caring spokesperson. “Their willingness to share their thoughts and engage

their readers in the hunger-fighting cause helps to elevate the awareness level of those at risk of hunger in our communities.”

For more information or to learn how you can help, please visit [www.shopritepartnersincaring.org](http://www.shopritepartnersincaring.org).

### Participating *Bloggers In Caring*:

#### **New Jersey:**

Alison Bermack, Cooking with Friends; Brandi Best, Life with 5 Monkeys and 1 Ape; Alicia DiFabio, Welcome to My Planet; Bill Cleary, Cleary's Notebook; Jennifer Colgan, Kids and a Keyboard; Chrissi Coppa, Gaga Goodies; Jacqueline DePinto, Lucky June; Melissa Gaffney, Sable Minded; Lisa Grant, Jersey Girl Cooks; Valerie Gray, Mom Knows It All; Helen Hoefele, Figmentations; Michelle Jacklett, A Happy Hippy Mom; Jessica Keipper, Life as a Mrs.; James Marsden, My Blogs 4 U; Debbie Marsden, My Blogs 4 U; Patricia Marsden, Here and There; Hilary Morris, Mrs. Mo's New Jersey Website; Elizabeth Norton, Cape May Blogger; Joe Palazzolo, Joe's Journal; Heather Pare, Hangry Pants; Mira Park, Mira Best; Jason Perlow, Off the Broiler; Katja Presnal, Skimbaco Lifestyle; Monica Puri Bangia, Sharing Plate; Tracy Reinhardt, The Crazy Suburban Mom; Alma Schneider, Take Back the Kitchen; Deborah Smith, Jersey Bites; Bay Staley, Queen Mother Blog; Heidi Trammell, Over the Top Momma; Lois Whittaker, Goodies for Mom

#### **New York:**

Maya Assis-Ergi, Gemini Girl; Leslie Brand, The Whole Plate; Brandy Clabaugh, Nutmeg Nanny; Kimberly Coleman, Mom in the City; Onica Cupido, Blasian Baby Notes; Kristina Daniele, Mom on the Rise; Jennifer Desrochers, Momma D and Da Boyz; Maria Gagliano, Maria's Space; Faith Gorsky, Thought 4 Food; Linda Grant, New York City Single Mom; Casey Halladay, Pine Plains; Kelcey Kintner, Mama Bird Diaries; Issa Mas, Single Mama NYC; Amy Oztan, Selfish Mom; Lisa Perez, New York Chica; Felicia Battle, Reign of the Girl-Child; Christine Schettig-Sargent, Live Laugh Love and Bloggings; Valerie Russo, Literanista; Cindy Siplis, Family Ties and Growing Pains; Stephanie Snow, Steph Chows; Kimberly Vetrano, She Scribes; Wendy Wallach, It's Really Only a Purple World

#### **Maryland:**

Melinda Babiak, Look What Mom Found... and Dad Too; Robert Babiak, Look What Mom Found... and Dad Too; Lara DiPaola, Chicken Nuggets of Wisdom; Michelle Helferich, Big Blueberry Eyes; Rose Huber, On a Lobster Placemat; Erin Kewer, Words from a Busy SAHM; Jessica Lemmo, Adventures in Baltimore Restaurants; Angela Marion, A Simple Kind of Life; Heather McAllister, Adventures Across a Sea of Blue; Janine Nickel, Twofer Mom; Brooke Pircher, Wee Shenanigans; Ellie Pongratz, A Little of This and A Little of That; Rebeca Shackelford, All Vegged Out; Keonte Smith, Mommy2K

**Pennsylvania:**

Staci Albright, Momma's Gone Over the Wall; Melissa Angert, Girly Mama; Anne Coleman, Cooking with Ann; Melinda Fathel, Melinda Joy; Kristie Finnan, Mommy's High Heel Shoes; Jocelyn French, My Irish Twins; Henrietta Newman, A Hen's Nest; Sarah Peppel, Genesis Moments; Devon Weaver, Mama Cheaps

**Connecticut:**

Amy Bowman, View from the Passenger's Seat; Courtney Hutson, One Bored Mommy

**Delaware:**

Shannan Powell, From Cribs to Car Keys

**Bloggers outside ShopRite's trading area joined the efforts as well, reaching audiences in Massachusetts, Ohio, West Virginia and Wisconsin.**

**Massachusetts:**

Andrew Bennett, Ben Spark

**Ohio:**

Amy Deal, From Bottle 2 Box

**West Virginia:**

Joanne Duffy, Barely Domestic Mama

**Wisconsin:**

Shannon Henry Kleiber; Cooking with Friends

**About ShopRite**

ShopRite supermarkets are members of Wakefern Food Corp., a retailer-owned cooperative. Through the more than 200 stores located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than five million customers each week. A long-time supporter of key community efforts, ShopRite was named Feeding America's (formally named America's Second Harvest) Grocery Distributor of the Year (1999) for its ShopRite Partners In Caring program, a year-round initiative dedicated to fighting hunger in the communities served by ShopRite stores. Since its inception, ShopRite Partners In Caring has donated more than \$22 million to 1,500 worthy charities and food banks.

**About ShopRite Partners In Caring**

ShopRite Partners In Caring is a year-round, community-based, hunger-fighting initiative that works with more than 50 food industry manufacturers to provide \$2 million annually to qualified charitable agencies in New York, New Jersey, Connecticut, Delaware, Pennsylvania, Maryland, Massachusetts and Rhode Island. Since its inception in 1999, ShopRite Partners In Caring has donated over \$22 million to more than 1,500 charities. ShopRite Partners In Caring supports emergency food pantries, soup kitchens, homeless shelters, child care centers, battered women's shelters, senior citizen programs, drug rehab centers, programs for the mentally and physically disabled, after-school programs and other organizations that aid those in need. The ShopRite Partners In Caring Fund was established in 2002 as a component fund of the Community Foundation of New Jersey to accept private donations that help fund its charitable endeavors. For more information or to learn how you can help, please visit [www.shopritepartnersincaring.org](http://www.shopritepartnersincaring.org)

### **About Cheerios**

Cheerios, America's No. 1 cereal, debuted in 1941 as Cheerioats. The nation's first ready-to-eat oat cereal has since become one of the most trusted and recognized brands in America. In fact, one of every 10 boxes of cereal sold in America is a box of Cheerios. General Mills' popular franchise includes Cheerios, Honey Nut Cheerios, Frosted Cheerios, Apple Cinnamon Cheerios, MultiGrain Cheerios, Berry Burst Cheerios, Fruity Cheerios, Cheerios Crunch and Yogurt Burst Cheerios. For more information, go to [www.cheerios.com](http://www.cheerios.com)

### **About General Mills**

One of the world's leading food companies, General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen and more. Headquartered in Minneapolis, Minnesota, U.S.A., General Mills had fiscal 2009 global net sales of US\$15.9 billion, including the company's \$1.2 billion proportionate share of joint venture net sales. Visit [www.generalmills.com](http://www.generalmills.com).