

CHEERIOS® Sisters Saving Hearts Awards

OFFICIAL PROGRAM RULES

WHAT IS THE CHEERIOS SISTERS SAVING HEARTS AWARDS CONTEST?

The Cheerios Sisters Saving Hearts Awards contest recognizes people who have invested their time, talent and support to make an impact on those suffering from heart disease in their community (“Honoree”).

WHAT CAN A CHEERIOS® SISTERS SAVING HEARTS AWARDS NOMINEE WIN?

Five (5) Honorees will each be recognized with a \$5,000 grant, to be donated to the charity or community-based organization of his/her choice. The chosen charity must be a verified 501(c) 3 organization. In addition to the grant, each Honoree will also be recognized with a commemorative plaque or trophy honoring their commitment to fighting heart disease.

Program grants are not transferable, except at the sole discretion of General Mills. All taxes and other expenses, if any, are the sole responsibility of the winners. This contest is void where prohibited or otherwise regulated. All federal, state and local laws apply.

WHO CAN ENTER?

You are eligible to nominate yourself for a **Sisters Saving Hearts** award/grant if you are 18 years of age or older as of February 1, 2009.

Cheerios’ Sisters Saving Hearts nominees must be legal United States residents or a not-for-profit organization possessing verified 501(c) 3 tax status and reside in one of the 50 United States or District of Columbia during the competition.

You are not eligible to enter - or be nominated for this recognition - and will be disqualified if:

- You or the person being nominated are an employee of General Mills, Coyne Public Relations, Skybridge Marketing Group or any of their respective parents, subsidiaries and affiliated companies, or a member of the immediate family (parent, children, siblings, spouse, regardless of where they live) or same household of such employees (whether related or not).

HOW DO I NOMINATE SOMEONE?

To nominate someone for a **Cheerios’ Sisters Saving Hearts grant**, you must complete an online or mail-in entry form and 300 word essay that briefly describes how the person or not-for-profit organization you are nominating has invested their time, talent, and spirit in helping those who suffer from heart disease in their community.

To be considered, an honoree’s activities must have had a demonstrated impact. For example, describing how the nominee’s actions have improved community activities or motivated others to fight or prevent heart disease. The essay **must** explain the nature of the nominee’s involvement, how their efforts have addressed heart disease, how they’ve motivated others to lower cholesterol, and the number of people that they have reached/helped.

Some examples of activities may include but are not limited to:

- Fundraisers
- Educational campaigns
- Facilitation of health screenings
- Facilitation of exercise sessions or other wellness activities that may help lower cholesterol
- Cholesterol Screening

Some examples of people motivated or impacted may include but are not limited to:

- heart disease survivors
- teachers/educators
- healthcare workers
- legislative activists on behalf of heart disease prevention
- caregivers
- organizations supported by the Government/social and recreational activities organizations
- health care organizations

To enter:

Online entry. Go to www.sisterssavinghearts.com and complete the online entry form, filling in all requested information completely and submitting a short essay of 300 words or less describing how the person or organization you are nominating has invested his/her time, talent and spirit in helping fight heart disease in his/her community. To be considered, an honoree's activities must have had a demonstrated impact. For example, describing how the nominee's actions have improved community activities or motivated others to fight or prevent heart disease. The essay **must** explain the nature of the nominee's involvement, how their efforts have addressed heart disease, how they've motivated others to lower cholesterol, and the number of people that they have reached/helped. All electronic entries must be received between 12:00 p.m. on February 1, 2009 and 12:00 p.m. on March 14, 2009 (central time). Use of automated processes and devices to submit electronic entries are not permitted. Program sponsors are not responsible for any changes or effects caused to the entrant's computer system as a result of submitting electronic entries.

Mail-in entry. Complete the nomination form and follow submission instructions on the entry form. On the form or a separate 8.5" x 11" piece of paper, write a short essay of 300 words or less describing how the person you are nominating has invested their time, talent, and spirit in helping fight heart disease in their community. Mail nomination form and essay description to:

Cheerios' Sisters Saving Hearts Program, PO Box 72511, Rockford, MN 55572. Entries must be postmarked by March 14, 2009.

For more information on the *Sisters Saving Hearts* grants or to find out more about Cheerios and heart health, consumers can call 1-866-644-7714.

General Mills is not responsible for lost, late, misdirected or otherwise undeliverable mail, or entries that cannot be processed due to phone, network, electronic or computer hardware or software failure, or technical failures of any kind. General Mills reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the contest or website or violates the Official Rules. By submitting your entry, you accept all program rules and agree to be bound by the decisions of the judges, which will be final. You also agree that your entry becomes the sole property of General Mills and will not be acknowledged or returned. General Mills reserves the right to edit, adapt, copyright, publish, transfer and use your entry without compensation.

HOW WILL CONTEST ENTRIES BE JUDGED?

All entries must meet the program entry requirements. Initial judging will be done by panel of judges based on the criteria outlined below:

- **Description of the Honorees and his/her community impact (40%)**
- **Nature of the Honoree's activities on behalf of heart disease (20%)**
- **Nature of Honoree's activities on behalf of cholesterol (20%)**
- **Number of individuals helped/served by Honoree's actions (20%)**

Honorees will be selected by a panel of judges, whose decisions are final in all matters relating to this Program. The essay used for entry must not have been entered in any other competition or violate the rights of other parties. The content of the essay may not be offensive or defamatory, as determined by General Mills and/or judges. All entries become General Mills' property, with all rights to copy, edit, broadcast, publish and use, in whole or in part, any entry; including all ideas, copyrighted or copyrightable materials, trademarks and concepts, in any manner without further compensation.

Nominees will be required to certify, on information or belief, that his/her work on behalf of heart disease is true as described in the nomination form and that the charitable organization they want to donate the grant to is a certifiable 501(c) 3.

WHAT HAPPENS IF I OR MY NOMINEE WINS?

The five selected (5) Honorees will be notified on or about March 24, 2009 via e-mail, phone and/or hard copy. Honorees will submit information for their charity or organization of choice and General Mills will make a donation of \$5000.00 to that organization on the winner's behalf upon receipt of proper documentation and verification of 501(c) 3 accredited status. The charity or organizations are subject to the approval of General Mills.

Honorees may be asked to participate in professional photo shoots, both on-air and taped TV and/or radio media interviews, and may be featured in national and local print publications.

Honorees will be required to sign an affidavit of eligibility and a liability release/assignment of rights and return within 48 hours of receipt of notification. Any Honoree who does not comply with this requirement, or cannot be easily located at the e-mail address provided may forfeit prize and an alternate Honoree may be selected. Except where prohibited by law, each Honoree will be required to sign a release giving General Mills and its nominees full rights to use the Honoree's name, likeness, image and voice for Contest related advertising and publicity, including such usage on the Internet. General Mills reserves the right to cancel this contest and promotion or substitute a prize of equal or greater value if a stated prize is unavailable for any reason at its sole discretion. Winners will be posted online at www.sisterssavinghearts.com following the competition.

WHAT KINDS OF ORGANIZATIONS CANNOT RECEIVE THE GRANT?

As a standard practice, the **Cheerios Sisters Saving Hearts** grant and the General Mills Foundation grant **does not** support:

1. Organizations without 501(c)(3) tax-exempt status, along with 509(a)(3) public charity status. The **Cheerios Sisters Saving Hearts** grant and the General Mills Foundation are further restricted by the 2006 Pension Protection Act in making grants to certain 509(a)(3) designated supporting organizations.
2. Organizations that do not comply with the General Mills' Foundation's Non-Discrimination Policy
3. Schools or school groups

4. Advertising
5. Religious organizations for religious purposes
6. Travel by groups
7. Political causes, candidates or legislative lobbying efforts
8. Individuals

The **Cheerios' Sisters Saving Hearts Program** is sponsored by General Mills, One General Mills Blvd. Minneapolis, MN 55440.