NEWS RELEASE

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GENERAL MILLS KICKS OFF 2012 GREAT WALK

The Almost Perfect Exercise To Raise Money

MINNEAPOLIS, MINN. – The General Mills Cheerios Great Walk is making strides to raise money against diseases. For example, Karen Archer, 38, will walk from Winona to Grand Portage to encourage everyone to get active and raise money for a charity of their choosing.

General Mills Cheerios Great Walk 2012 is an initiative aimed to get Minnesotans walking in 2012. Members of the public can join a series of 10K walking events in towns and cities along the route and raise money for an organization.

Along side Archer will be award winning WCCO-TV anchor, Gerry Kelly, who has singed up for the walk in association with WCCO-TV to raise money for the American Heart Association.

“WCCO is delighted to support General Mills Cheerios Great Walk in Minnesota. I’ll be getting into training shortly along with my colleagues here at WCCO and we hope viewers will join us to help raise much needed funds for charities of their choices,” said Kelly.

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Kelly and other WCCO personalities Frank Mitchell and Tina Campbell support Archer on her great walk. Other supporters of the walk include Gov. Mark Dayton and former Gov. Tim Pawlenty.

According to James Frleedan, walking is fun, free and ideal way for people of all ages to walk for a charity, community or school project. To sign up for the walk, entries may be found at cherrioswalk@gmfoods.org or by calling 657-423-9077. Registration deadline is March 1.

For more information, contact Ashley Dokken at 763-772-5199 or email ashleydokken@gmail.com

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