



MATTER PARTNERS WITH CHEERIOS™ TO LAUNCH MAJOR VOLUNTEER EVENT ON 50 COLLEGE CAMPUSES ACROSS 26 STATES TO IMPROVE THE HEALTH OF COMMUNITIES

Hundreds of students packing 30,000 MATTERbox snack packs to distribute locally, as part of the Cheerios Good Goes Round campaign to secure one million meals to fight hunger in America.

MINNEAPOLIS (February 21, 2018) – MATTER announced today the launch of a unique effort partnering with Cheerios™ to engage students and other volunteers at 50 college campuses in 26 states, all during the same week. The goal is to help improve the health of these communities by packing 30,000 healthy snack packs, along with providing nutrition education, through the MATTERbox program.

Between February 26 and March 2, 2018, each campus location will be packing 300 MATTERboxes with two snack packs including General Mills items such as Whole Grain Cheerios, Nature Valley Bars and Larabars. Once packed, the MATTERboxes will be distributed locally to schools, after-school programs, and health care providers.

“We couldn’t be more delighted to partner with MATTER and our brands, Cheerios, Nature Valley and Larabar as part of the Cheerios™ Good Goes Round Campaign, to feed those in need in more than 50 communities nationwide,” said Mary Jane Melendez, executive director of the General Mills Foundation. “This partnership so closely ties to our philanthropic focus areas of strengthening hometown communities and ending hunger. And equally important is inspiring college students to see how wonderful it feels to do an act of good for those in their community.”

Students participating in the event are excited, with the sentiments of many reflected in comments like those of this sophomore at Worcester State University, “Being a part of the community is more than giving back, it is being able to help and understand the world around us. Community engagement is something everyone should do. It brings joy, happiness and pure peace. I have done many different community engagement projects and each one has added value to my life experience. I hope to change the world even if it's one project at a time. I have grown to be involved and care for others like many have cared for me. Growing up in Lawrence, Massachusetts you don't have much and it takes those people giving back to keep us going in the right path. I hope to continue the chain reaction and give back when it is needed.”

The novel MATTERbox program strives to activate healthy eating for kids and families through innovative partnerships serving local communities. Quenton Marty, President of MATTER, commented, “Joining together with dedicated partners like Cheerios™ that want to make a real difference allows increased access to healthy food and broadens the reach of nutrition education to many more people. We are grateful for Cheerios™ and General Mills, as well as all of the colleges that joined us in this effort!”

For a list of all participating campus locations, visit the MATTER website: <https://www.matter.ngo/matterblog-30000matterboxes/>

###

About MATTER

MATTER is a Minnesota-based global health nonprofit on a mission to move people forward by eliminating barriers to a healthier life. Internationally, MATTER addresses these barriers by giving hospitals the tools they need to care for the sick and injured in dignified ways, and by designing solutions to create diversified and resilient farms. Locally, MATTER activates healthy eating for kids and families with the MATTERbox program, an innovative solution to healthy food access and nutrition education. Learn more at www.matter.ngo

About General Mills

General Mills is a leading global food company that serves the world by making food people love. Its brands include *Cheerios*, *Annie's*, *Yoplait*, *Nature Valley*, *Fiber One*, *Haagen-Dazs*, *Betty Crocker*, *Pillsbury*, *Old El Paso*, *Wanchai Ferry*, *Yoki* and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2016 consolidated net sales of US \$16.6 billion, as well as another US \$1.0 billion from its proportionate share of joint-venture net sales.