

Cheerios®

Our Promise



Good for Life

Thank you for purchasing Cheerios. Because we care about you and your family, every box of Cheerios is marked with our seal of quality. If you are not completely satisfied, contact us for a complete refund or adjustment of equal value. We welcome your comments and questions. Save or send your box tops to...

WRITE: General Mills, Box 200, Minneapolis, MN 55440
CALL: 1-800-328-1144 (7:30 AM-5:30 PM CST, Weekdays)
www.generalmills.com

Reba Gives Kids a First Look at Books.



Cheerios has teamed up with First Book, a national children's literacy organization, to help get books into the hands of children who need them.

Reba McEntire, noted actress, singer and star of The WB's "REBA," serves as national spokesperson for First Book.

"Books help unlock children's dreams - and then give them the skills to achieve them," said Reba. "I hope you'll join me and Cheerios in supporting the work of First Book to give children from low-income families the opportunity to read and own their first new books."

To get involved in your community or make a donation online, visit www.firstbook.org or call First Book at **1-866-READ-NOW**.

First Book Donation Form

If you would like to join Cheerios® in donating money to First Book, simply send this form along with your donation to the address below. A donation of \$5.00 will provide two new children's books. First Book will donate 100% of all funds received with this form to purchasing books for children from low-income families.

MAIL TO: First Book, P.O. Box 1477
Hagerstown, MD 21741-1477

Name _____

Address _____ Apt. _____

City, State and Zip Code _____

Donation Amount _____