

Working Mother Applauds General Mills' Family-Friendly Culture

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2011 marks company's 16th consecutive year on Working Mother magazine's annual 100 Best Companies list

Today Working Mother magazine announced that [General Mills](#) is one of America's most family-friendly companies, selecting the company for the top 10 of its 2011 [100 Best Companies list](#). 2011 marks General Mills' 16th consecutive year making the list. General Mills and the other winning companies are featured in the October issue of Working Mother magazine.

"We're thrilled to again be selected for this prestigious list of the most family-friendly companies in the U.S.," said Ken Charles, vice president of Diversity and Inclusion for General Mills. "General Mills works hard to build a culture that is both performance driven and supportive. Offering all of our talented employees rewarding and engaging careers and the opportunity to make an impact on our business around the world is equally as important as having good benefits and a flexible workplace."

In its evaluation of General Mills, Working Mother specifically applauded the company for its work/life programs and commitment to the advancement of women. "We take great pride in the fact that the majority of our U.S. Retail businesses are led by women – which reflects that we're serious about supporting women in pursuing their career goals as their lives change," said Charles.

The Working Mother 100 Best Companies are judged on answers to 650 questions, including data on the access and usage of flexible work arrangements, parental leave, child care, health and wellness support, and the advancement of women to all levels of management. All of this year's winning companies offer flextime hours, telecommuting, paid maternity leave and employee assistance programs.

"General Mills consistently demonstrates its continued commitment to programs that encourage all employees to become their personal best," said Carol Evans, president of Working Mother Media. "They are offering their working mothers the flexibility, managerial training, child care and wellness programs they need to succeed in their professional and personal lives. We are excited to welcome them back to the Best Companies list for the 16th year."

Visit General Mills' [corporate blog](#) to read an in-depth Q&A with Working Mother's Jennifer Owens on the insights and trends her research team has uncovered about what drives workplace satisfaction for moms and how companies, including General Mills, are responding.

To learn more about the 2011 Working Mother 100 Best Companies report, visit [WorkingMother.com](#).

Methodology

General Mills was selected for the 2011 Working Mother 100 Best Companies list based on an extensive application with more than 650 questions that surveys the usage, availability and tracking of programs, as well as the accountability of managers who oversee them. Seven areas were measured and scored for the 2011 initiative: workforce profile, benefits, women's issues and advancement, child care, flexible work, parental leave and company culture. For this year's 100 Best, particular weight was given to benefits, flexibility and parental leave.

About General Mills

General Mills is one of the world's leading food companies, operating in more than 100 countries. Its consumer brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Progresso and Old El Paso. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2011 net sales of US\$14.9 billion. Learn more about General Mills by visiting [GeneralMills.com](#) and [A Taste of General Mills](#), the company's corporate blog.

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