

**Working Mother Praises General Mills for Its Multicultural Mom-Friendly Workplace**  
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*2011 marks the company's eighth consecutive year on the Best Companies for Multicultural Women list*

Reflective of its commitment to creating an inclusive workplace, today [General Mills](#) has been named as one of the *Working Mother* [Best Companies for Multicultural Women](#) for the eighth consecutive year. General Mills ranks among the Top Five companies on this year's list.

"We're thrilled to receive this honor as an endorsement of our progress on creating an inclusive workplace for all employees," said Ken Charles, vice president of Diversity and Inclusion for General Mills. "Not only are multicultural moms a growing and valuable part of our workforce, but they also make up an important and powerful consumer base for the company. We believe that an inclusive workplace where people are comfortable bringing 100 percent of themselves to work drives innovation and insights, and also brings us closer to consumers around the world."

*Working Mother* commends General Mills' results. "General Mills, with its eight-year presence on the Best Companies for Multicultural Women list, has demonstrated consistent commitment to programs that help all employees grow and advance," said Jennifer Owens, director of the Working Mother Research Institute. "Dozens of coaching and mentoring programs have been developed over the years to help women of color find a voice within the company's unique culture."

Profiled in the June/July issue of *Working Mother* magazine, [General Mills is featured](#) for its success in advancing women of color and for offering comprehensive resources such as its employee networks, mentoring and flexibility programs, and enriching development opportunities.

The complete 2011 Best Companies for Multicultural Women special report — including profiles of the winning companies and stories on diversity in corporate America — appears in the June/July issue.

#### **Methodology**

To be considered for the Best Companies for Multicultural Women recognition, each company applied and supplied *Working Mother* with 2010 data about the hiring, pay and promotion of multicultural employees. The application questions focus on each company's representation of multicultural women; recruitment; retention and advancement programs; and company culture.

For more information on the Best Companies for Multicultural Women, visit [www.workingmother.com](http://www.workingmother.com).

#### **About General Mills**

One of the world's leading food companies, General Mills operates in more than 100 countries and markets [more than 100 consumer brands](#), including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Yoplait, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2010 global net sales of US\$16 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

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