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A Book Bonanza: American Housing Foundation Receives A Year's Worth of Children's Books as Part of 6th Annual Cheerios® Spoonfuls of Stories® Program

Texas, USA – (Oct, 2007) – This year, local children who live at American Housing Foundation properties across Texas are getting an unexpected present: Twelve brand new book of their very own to take home. The books are a gift from Cheerios® and the Cheerios Spoonfuls of Stories® program, to get high quality books into the hands of kids across the country. The books are coming through First Book®, an award-winning nonprofit that identified one organization in each state to receive the books.

“Cheerios and First Book have been working together for the past six years to get books to children who need them, and to celebrate these efforts, Cheerios asked us to help bring the gift of reading to deserving recipient groups around the country serving children – children who might not otherwise have books of their own,” said Kyle Zimmer, president of First Book. “Studies have shown that the only measure that correlates significantly with school reading scores is the number of books in the home – yet appallingly, a recent study indicates that there is just one book for every 300 children in low-income neighborhoods. Every single child in the country should have access to great books, and thanks to groups like Cheerios, even more kids will be turned on to the magic of reading, which is so important to their future – and ours.”

American Housing Foundation will have the opportunity to select books for children, aged newborn to 4 years old, participating in their programs. The books will be distributed through First Book, and will be provided to the program free of charge thanks to the support of Cheerios.

“We are thrilled to get these books, because they will become a personal library for the children we serve,” said Sarah Strange of American Housing Foundation. “This gift of books literally is a gift that keeps on giving, fostering shared storytelling and read-aloud times at home. And, books can help unlock the future for children, not only because they learn to read, but also because they start to appreciate the possibilities of what the world offers.”

For the past six years, through its Spoonfuls of Stories program, Cheerios has made an annual financial contribution to First Book, to help get books to children from low-income families. In addition, for each of the past six years, Cheerios has distributed more than five million high quality books free inside boxes of Cheerios cereal – for a total of more than 30 million books.

About Cheerios

Cheerios, America's No. 1 cereal, debuted in 1941 as Cheerioats. The nation's first ready-to-eat oat cereal has since become one of the most trusted and recognized brands in America. In fact, one of every 10 boxes of cereal sold in America is a box of Cheerios. General Mills' popular franchise includes Cheerios, Honey Nut Cheerios, Frosted Cheerios, Apple Cinnamon Cheerios, MultiGrain Cheerios, Berry Burst Cheerios, Fruity Cheerios and Yogurt Burst Cheerios. Cheerios also has a publishing division that includes the popular Cheerios Play Books and other activity books. For more information, go to www.cheerios.com.

About First Book

First Book is a nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. Through hundreds of local Advisory Boards, the First Book National Book Bank, and the First Book Marketplace, the organization provides an ongoing supply of new books to children participating in community-based mentoring, tutoring, and family literacy programs. First Book has provided more than 50 million new books to children in need in thousands of communities nationwide. For more information about First Book, please visit www.FirstBook.org or call 866-393-1222.