





ATTENTION PARENTS!
JOIN THE BOX TOPS CHALLENGE!
 COMING TO YOUR LOCAL PUBLIX, BEGINNING 7/29/2010

GET 
50 **BONUS**
 (\$5 value) **BOX TOPS**

when you buy any **8**
 specially marked products*

GET 
100 **BONUS**
 (\$10 value) **BOX TOPS**

when you buy any **12**
 specially marked products*

3 WAYS TO REDEEM YOUR BONUS BOX TOPS & ENTER FOR A CHANCE TO WIN!



CLICK ClickCallMail.com
CALL 1.800.627.6059

MAIL 2010 Back to School Bonus
 Box Tops Offer at Publix
 P.O. Box 43425
 Atlanta, GA 30336

*To identify specially marked General Mills products,
 look for Bonus Box Tops on products in store.
 Max. of 100 Bonus Box Tops earned per household, per offer.
 Bonus Box Tops offer expires 10/31/10.

PARENTS!

Be sure to enter your Bonus Box Tops codes
 online at ClickCallMail.com,
 rather than turning in the Bonus Box Tops to your school coordinator.



EARN UP TO 50,000
MORE BONUS BOX TOPS!



OFFER VALID 7/29/10 - 10/31/10

Earn even more for your school! 50 schools will earn up to **50,000 BONUS BOX TOPS!**

So join the challenge and do your part to support our schools!

Visit **ClickCallMail.com** for more details.

(50,000 BONUS BOX TOPS APPROX. RETAIL VALUE \$5,000)

Name of Promo: 2010 Box Tops Challenge Collection Contest at Publix (this "Contest"). Contest ends at 11:59:59 p.m. on 10/31/10 (the "Contest Period"). To enter, collect Bonus Box Tops certificates ("Box Tops") at www.ClickCallMail.com (the "Website"), and redeem your Box Tops either by visiting the Website, calling 1-800-627-6059, or mailing your Box Tops along with a 3x5 card identifying your selected BTFE-eligible school, to P.O. Box 43425, Atlanta, GA 30336, and writing, "2010 Box Tops Challenge Collection Contest at Publix" on the outside of the envelope. To be eligible to participate in this Contest, your school must be located in AL, FL, GA, SC or TN and enrolled in the BTFE Program. Sponsor: General Mills Sales Inc. Operator: Leader Enterprises, Inc. Prizes are subject to the Box Tops for Education Program \$80,000 per year, per school award limit. For details, see www.clickcallmail.com. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Questions? Call us at 1-800-627-6059.

HOW THE BOX TOPS CHALLENGE WORKS!



STARTING JULY 29

- 1** Buy specially marked products at Publix®
- 2** Find unique codes on package
- 3** Enter codes online at ClickCallMail.com
- 4** Select the registered school of your choice, enter your codes and watch your total amount earned grow
- 5** Top earning schools will be awarded additional Box Tops Earnings



PLUS, ENTER FOR A CHANCE TO
WIN A \$100
Publix® GIFT CARD



Visit ClickCallMail.com for details, including entry without purchase.
(500 Prizes Awarded) Offer Valid 7/29/10 - 9/19/10.

Name of Promo: 2010 Back to School Sweepstakes at Publix (this "Sweepstakes"). Sweepstakes ends 9/19/10 at 11:59:59 p.m. (the "Entry Period"). Enter by: (a) purchasing one or more specially-marked General Mills products, accessing www.ClickCallMail.com (the "Website"), registering for the Bonus Box Tops program and inputting peel-off code(s) from products; (b) entering at the Website without a code; (c) hand-printing your name, address, email, birthdate and phone number on a 3x5 postcard and mailing to 2010 Back to School Sweepstakes at Publix, PO Box 43425, Atlanta, GA 30336; or (d) calling 1-800-627-6059. Open only to legal U.S. residents of AL, FL, GA, SC and TN, who are 18 years of age or older. Prize is one (1) \$100 Publix gift card (ARV: \$100). 500 prizes will be awarded, with 125 prize winners selected from each of four Publix regional divisions (Atlanta, GA; Lakeland, FL; Jacksonville, FL; and Miami, FL - applicable division determined by entrant's zip code). Odds of winning depend on the number of eligible entries received in each Publix regional division. Sponsor: General Mills Sales, Inc. Operator: Leader Enterprises, Inc. For details, see www.clickcallmail.com. NO PURCHASE NECESSARY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. **Questions? Call us at 1-800-627-6059.**

Bookmark CallClickMail.com today, your source for all General Mills promotions available at Publix® where shopping is a pleasure

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