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CAMP KOREY BENEFITS FROM SPECIAL GENERAL MILLS COOKIE MIX

CARNATION, WA (April 21, 2011) – A new General Mills cookie mix benefiting Camp Korey hits Costco shelves throughout the Pacific Northwest in May. Inspired by Camp Korey's namesake, the Betty Crocker Special Recipe Oatmeal Cookie Mix pays homage to Korey Rose, whose favorite afternoon snack was oatmeal cookies made by a family friend. These cookies are based on that recipe.

Korey Rose was a kind, energetic teenager who lost his battle to bone cancer at age 18, but never lost his optimism, compassion and love of life. Following in the footsteps of Paul Newman and his Hole in the Wall Camps, Korey's family founded Camp Korey in 2005 to create a legacy and honor Korey's life by bringing joy to kids and families living with serious illness.

Camp Korey, located on the historic Carnation Farm in Carnation, Washington, serves as a year-round facility for summer camps, family weekends, adaptive athletics and hospital outreach – all at no cost. Kids take a break from the hardship of clinic visits and hospital stays, and are given a chance to connect with other children living with similar conditions. The therapeutic camp setting allows them to gain confidence and reclaim their childhood.

Twenty-five cents per purchase of specially marked packages will be donated to Camp Korey. The Special Recipe Oatmeal Cookie Mix is available at Costco for a limited time, May through December 31, 2011.

Camp Korey wishes to thank General Mills for supporting their mission. Information on Camp Korey can be found online at www.campkorey.org.

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