

THE BREAD BAKERS GUILD OF AMERICA

shaping the knowledge and skills of the artisan baking community through education since 1993

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For Immediate Release

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THE BREAD BAKERS GUILD OF AMERICA ANNOUNCES THE 2010-2012 FUNDRAISING CAMPAIGN AND A \$120,000 PLEDGE FROM PLATINUM PARTNER GENERAL MILLS.

April 2009, Sonoma, CA - The Board of Directors of The Bread Bakers Guild of America announces the launch of its 2010-2012 fundraising campaign with General Mills' renewed pledge as a Platinum Partner.

Greg Schlafer, General Manager of Bakery Channels, General Mills Bakeries & Foodservice, said, "General Mills is proud to renew its commitment to the artisan baking community as Platinum Partner to the Bread Bakers Guild of America. Our partnership with The Guild has been very rewarding, and we are thrilled to offer our continued support to programs that preserve the heritage and craft of the artisan baker."

Pledge donations are crucial to The Guild's operations and make up about 35% of its funding. The largest contributors to The Guild are designated Metal Level donors: Platinum, Gold, Silver, and Bronze.

A Platinum Partner for the last nine years, General Mills has also supported The Guild with additional donations of facilities, ingredients, resources, and volunteer hours for Guild Master Classes, Bread Bakers Guild Team USA training, and Camp Bread.

General Mills' generous commitment of \$120,000 for the 2010-2012 fundraising cycle insures The Guild's ability to continue to be the premier source of baking education to its members and the baking industry. The Guild's fundraising campaign will continue throughout 2009 with a budgeted campaign goal of \$450,000.

The Bread Bakers Guild of America is a non-profit organization comprised of professional bakers, farmers, millers, suppliers, educators, students, home bakers, technical experts, and bakery owners and managers who work together to support the principle and the practice of producing the highest quality baked goods. It was formed in 1993 to shape the skills and knowledge of the artisan baking community through education.

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