



## Press Release

### **GENERAL MILLS NATURE VALLEY® BRAND TO PARTNER WITH SMITHSONIAN CHANNEL™ ON NATURE PROGRAMMING**

#### ***Multi-Platform Campaign In Support Of Nature Valley Trail View Kicks Off In June 2012***

**New York, NY – June 6, 2012** – General Mills' Nature Valley brand will partner with Smithsonian Channel on a variety of upcoming nature-related series and specials airing on the cable network, it was announced today. The multi-platform campaign kicks off in June and runs through May 2013.

The campaign will support the recently launched Nature Valley Trail View, an extension of Nature Valley's successful "Preserve the Parks" initiative. Nature Valley Trail View is designed to provide an immersive, virtual experience with 360-degree, first-person trail perspectives, covering over 300 miles of trails in three of our nation's most popular and iconic national parks: The Great Smoky Mountains, Yellowstone and the Grand Canyon.

"Our nature and wildlife programming is the perfect way for Nature Valley to connect with an audience that loves nature, and this campaign will encompass on-air, online and social media applications designed to provide maximum impact for Trail View," said Tom Hayden, Smithsonian Channel's General Manager.

"Nature Valley has a commitment to encourage outdoor exploration and education, a heritage that is a good fit with Smithsonian Channel, which engages nature lovers with its high quality programming that both entertains and informs," added Scott Baldwin, Nature Valley Associate Director.

Kicking off the campaign is Nature Valley's exclusive partnership of the new one-hour nature and wildlife documentary, **SECRET LIFE OF THE RAINFOREST**, premiering Wednesday, June 6 at 8 p.m. ET/PT Smithsonian Channel. Nature Valley also will partner on other key nature programs and select episodes of "Aerial America" featuring beautiful views of our National Parks as part of the multi-platform campaign.

#### **ABOUT SMITHSONIAN CHANNEL**

Smithsonian Channel is owned by Smithsonian Networks, a joint venture between Showtime Networks Inc. and the Smithsonian Institution. Its programs are largely inspired by the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features award-winning original documentaries, series, and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home in high definition and Dolby Digital 5.1 and is available to customers of DirecTV, Comcast, Time Warner

Cable, Charter Communications, Cablevision, Verizon, AT&T, and more. Learn more at [www.smithsonianchannel.com](http://www.smithsonianchannel.com).

**ABOUT NATURE VALLEY®**

Nature Valley created the granola bar category in 1975 and brings great taste to active consumers looking for wholesome snacks. Nature Valley offers eight great-tasting granola snacks: Crunch Granola Bars, Sweet & Salty Nut Granola Bars, Chewy Trail Mix Bars, Granola Thins, Yogurt Granola Bars, Roasted Nut Crunch Bars, Granola Nut Clusters and Protein Bars. In addition to supporting the National Parks Conservation Association, Nature Valley is the Official Natural Granola Bar of the PGA TOUR, Champions Tour and Nationwide Tour, the United States Ski and Snowboarding Association, Nature Valley NASTAR and Vail Resorts. In addition, Nature Valley is the title sponsor of the Nature Valley First Tee Open at Pebble Beach and the Nature Valley Grand Prix. For more information: [www.Facebook.com/NatureValley](http://www.Facebook.com/NatureValley), [twitter.com/nature\\_valley](https://twitter.com/nature_valley).

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