

February 2007



GRAIN FOODS FOUNDATION

February 2007 Progress Report

Good News...

As part of January's national Healthy Baby Month and more specifically, Folic Acid Awareness Week, Susie Castillo, Miss USA 2003 and current MTV VJ, teamed up with the Grain Foods Foundation to actively promote the importance of enriched white bread in the diets of young women prior to becoming pregnant. The strategic decision to choose Susie as a spokesperson proved instrumental in GFF's efforts to reach young, female viewers. We are especially pleased to report that our Healthy Baby segment appeared on one of the most popular outlets to reach our target age group – MTV.

As a result of live, taped and packaged interviews, Susie communicated the importance of folic acid in enriched white bread to nearly 10 million viewers in key markets such as New York City, Los Angeles, Chicago, Philadelphia, Boston, Washington D.C., Atlanta and Seattle. In addition, our Spanish-language ANR (audio news release), recorded by Susie, generated 134 airings on 130 stations, reaching nearly 10 million listeners.



Sylvia Melendez-Klinger, MS, RD, also a spokesperson for the Foundation, has conducted interviews in top Hispanic markets to talk about the need for folic acid in pre-pregnancy diets. She has been interviewed live by four Univision stations across Miami, LA and Dallas, including a national interview on *Despierta America*, as well as interviews on Telemundo stations in Dallas and LA! She's also been interviewed by four radio stations in Miami and top Hispanic print publications including *La Opinion*, *La Raza*, *Tiempos Del Mundo*, just to mention a few.

Recently...

The March of Dimes and GFF joint print and television Public Service Announcements (PSA) have proven to resonate well among television stations and magazines across the country.

The TV PSA has aired 133 times in February with more than 60% in the top 50 markets. To date the PSA has 512 total airings reaching 5.7 millions viewers in key markets including New York, Los Angeles, Chicago, Boston, Tampa, Minneapolis, Charlotte, San Diego and Oklahoma City.

Also, be on the look out for our print PSA in upcoming issues of *Cosmopolitan* and *InStyle*.



We're on the Web! www.grainpower.org

Announcements...

February and March are busy months for GFF. We will be presenting at several of our association meetings to keep our members up-to-date on campaign activities.

- February 25-28—**IBA** winter meeting in Palm Beach, FL
- March 3-4 - **BEMA** winter summit in Chicago
- March 4-7—**ASB** convention in Chicago
- March 7—**ATBI** advisory committee meeting, Chicago
- March 10-13—**NAMA** division meetings in Sarasota, FL
- March 18-21—**ABA** convention in Palm Springs, CA



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Mark It On Your Calendar...

GFF will have a booth at 15 March of Dimes WalkAmerica sites across the country. As a member you are welcome to join us in our booth and distribute product and/or coupons. Please contact Kelly Burke at Kelly.Burke@Mullen.com for more information.

2007 WalkAmerica GFF Sites

- April 21—Phoenix and Dallas
- April 22—Nashville
- April 28—Los Angeles, Miami, Atlanta
- April 29—Boston, Chicago, Cleveland, Washington DC, Houston, NY City
- May 5—Oklahoma City, Seattle
- May 6—Kansas City



Needs Your Attention...

GFF Member Survey—coming soon in your Email box!

As the Grain Foods Foundation approaches its fourth year, the consumer landscape has changed dramatically from when we first launched our Grains for LIFE public education campaign. A common sense approach to eating has prevailed and flour consumption has stabilized. While we've made significant gains, our work together is not over. We'd like your input to help shape our future.

We've put together a brief survey that should only take five minutes of your time. You will soon receive an Email from me directing you to an online survey being conducted by an independent research company. Your feedback is valuable in shaping the future of the Grain Foods Foundation and ultimately, will help your bottom line.

Thank you in advance for your participation in our survey.



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