

Dear Parents,

Publix wants to help you Continue Earning Cash for your School!

We have brought back the Peel-Offs to keep Box Tops redemption quick and effortless! No waiting and collecting again this year...your Box Tops earnings are instant! Make sure to visit your local Publix store during late July and early August, 2009, to purchase the specially marked packages of General Mills products that include the Peel-Off Box Tops. Specially marked packages are only available for a limited time. Once you have them, make sure you redeem your codes instantly so you don't forget!

Visit ClickCallMail.com to enter the special code for online redemption or call 1-800-627-6059.

Remember to check back and watch your child's school's earnings grow!



Visit ClickCallMail.com
to redeem your Bonus Box Tops

BUY ANY 8 SPECIALLY MARKED PRODUCTS*
GET 50 (\$5 VALUE) **BONUS BOX TOPS**

BUY ANY 12 SPECIALLY MARKED PRODUCTS*
GET 100 (\$10 VALUE) **BONUS BOX TOPS**

* To identify specially marked General Mills products, look for Bonus Box Tops Peel-Offs on products in store.
Max. of 100 Bonus Box Tops earned per household, per offer.
Bonus Box Tops offer expires 10/31/09.

Just look for the Bonus Box Tops Peel-Offs in store and enter your codes online at ClickCallMail.com or call 1-800-627-6059 to enter your codes.



available at **Publix.**

OFFER VALID 7/20/09 – 10/31/09.

ENTER FOR A CHANCE TO
WIN A \$100
PUBLIX GIFT CARD



Visit ClickCallMail.com for details, including entry without purchase. (500 Prizes Awarded)

3 WAYS

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



CLICK CALL MAIL

CLICK
ClickCallMail.com

CALL
1.800.627.6059

MAIL
Publix Back to School
PO Box 2347
Norcross, GA 30091-2347

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW. Name of Sweepstakes: 2009 Back to School Sweepstakes. Sweepstakes begins at 12:00:01 a.m. ET July 20, 2009, and ends on September 18, 2009 at 11:59:59 p.m. ET (the "Entry Period"). Enter one of the following ways during the Entry Period: (a) purchase one or more specially-marked General Mills products, access www.clickcallmail.com (the "Website") and complete the registration for the Bonus Box Tops program and be automatically entered into this Sweepstakes by inputting Publix peel-off online code(s) from products as part of the Bonus Box Tops redemption process; (b) enter at the Website without a peel-off code by following entry instructions and completing the entry form found at website; or (c) hand-print your complete legal name, full address, email address, birthdate and daytime telephone number on a 3x5 postcard and mail to 2009 Publix Back to School Sweepstakes, PO Box 2347, Norcross, Georgia 30091-2347; or (d) call the General Mills Promotion Hotline @ 1-800-627-6059 leave a message including your complete name, daytime telephone number and zip code. For details and Official Rules, visit any Publix store or access www.clickcallmail.com. Open only to legal U.S. residents of AL, FL, GA, SC and TN, who are 18 years of age or older at time of entry. 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. Prize(s) are non-transferable. Sponsor: General Mills Sales, Inc., One General Mills Boulevard, Minneapolis, MN 55440. Operator: Leader Enterprises, Inc., 1775 Woodstock Road, Suite 200, Roswell, GA 30075. Call the General Mills Promotion Hotline at 1-800-627-6059 with any questions.

Only BTFE registered schools can redeem Box Tops. Each Box Top is worth 10 cents to redeeming school. Limit \$80,000 per school, per school year.

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