



Contact: Zoe Sherlock
Phone: 770-770-7070
Email: zoe.sherlock@bobcats.gcsu.edu

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LUCKY CHARMS RELEASES NEW MARSHMALLOW FOR THE FIRST TIME IN 10 YEARS

The New Magical Unicorn Marshmallow Replaces the Hourglass Marshmallow.

MINNEAPOLIS – For the first time in 10 years, Lucky Charms has switched up its staple breakfast cereal by replacing one of the beloved marshmallows. Instead of the gold hourglass, cereal lovers will now find the new blue and purple unicorn.

Because Lucky Charms is loved by kids all around the world, the company took a new approach by letting kids be the ones to design and create the new marshmallow. “They spoke, and after hearing their love for the magical unicorn, we listened,” said Josh DeWitt, marketing manager of Lucky Charms.

Giving the children the freedom to be a part of the decision making process is what makes the Lucky Charms brand so magically delicious.

“Our goal is to not only create a cereal that families and cereal fans will love and enjoy, but to inspire magical possibilities and help spark imagination and fun no matter what the age,” said Josh DeWitt, marketing manager of Lucky Charms.



Lucky Charms is made with whole grain as the first ingredient, giving kids not only a magically delicious taste, but also 12 vitamins and minerals, and a good source of calcium.

While Lucky Charms and General Mills are appreciative of all the golden hourglass marshmallow has done for the company, it’s time to look toward a brighter, bluer and purpler future.

About General Mills

General Mills is a leading global food company that serves the world by making food people love. Its brands include *Cheerio's Annie's*, *Yoplait*, *Nature Valley*, *Fiber One*, *Haagen-Dazs*, *Betty Crocker*, *Pillsbury*, *Old El Paso*, *Wanchai Ferry*, *Yoki* and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2017 consolidated net sales of US \$15.6 billion, as well as another US \$10 billion from its proportionate share of joint-venture net sales.

To learn more about Lucky Charms and the new unicorn charm visit www.luckycharms.com.

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