

# SAVE LIDS TO SAVE LIVES® MAILING GUIDE

## Mailing in your lids is so easy.

1. Make sure all your lids are the pink ones we've issued for the Save Lids to Save Lives® program.
2. Wash your lids well and let them dry: an envelope full of yogurt is not a pretty sight (or smell).
3. Flatten your lids and put them in a regular envelope, like a #10 business envelope. You don't need any kind of special mailer.
4. Be sure to put your return address on your envelope, including your zip code. We use that information to distribute our donation money back to your local Komen Foundation Affiliates.
5. Apply your postage. You can mail up to 12 Yoplait® yogurt cup lids with one First Class U.S. postage stamp.
6. Address your envelope to:  
**Save Lids to Save Lives®**  
**P.O. Box 420704**  
**El Paso, TX 88542-0704**
7. Drop it in a mail box.

**So easy.**

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### Yoplait's Save Lids to Save Lives®

With Save Lids to Save Lives® in its twelfth program, Yoplait® is still fighting breast cancer, one pink lid at a time. Look for pink lids on Yoplait® yogurt cups from September through October. For every lid that is mailed in by December 31, 2010, Yoplait® will donate 10 cents to Susan G. Komen for the Cure®, up to \$1.6 million with a guaranteed minimum donation of \$500,000.

## Here are answers to some of the questions we hear most frequently about mailing in your lids.

### **Q: Can I send in Yoplait® lids, even if they're not pink?**

No. It's important to send in only pink lids. They're the only lids included in the Save Lids to Save Lives® program donation to the Susan G. Komen for the Cure®.

### **Q: Are all Yoplait® products part of the Save Lids to Save Lives® program?**

Nearly all adult Yoplait® products participate in Save Lids to Save Lives®. All Yoplait® yogurt packaged in either 4 or 6 oz. cups will feature a pink lid during the collection period. This includes cups in Multi-packs, Four Packs and Fridge Packs. This year, we have also added pink lids to Delights and Greek. Yoplait Kids® products, however do not participate in the Save Lids to Save Lives® program.

### **Q: Can I submit the lids I've saved even after the program's deadline of December 31, 2010?**

No. We're sorry, we can't accept lids after the end of the program. But it would be great if you wanted to make a donation equal to the value of the lids you collected. Contact a local affiliate of the Susan G. Komen Breast Cancer Foundation® about where to send your check. You can find more information on their Web site: <http://www.komen.org>.

### **Q: Can I save my lids and submit them for the next program period?**

No. Unfortunately, we can't accept lids in later program periods. But watch for the next program period so you can start saving new lids. And, as always, you can contact your local Komen Foundation® Affiliate about other ways you can help in the meantime.

### **Q: If I've torn my lid, can I still send it in?**

We can accept pink lids with small tears, so long as you send in the whole lid. Please don't send in partial lids.

## Thank you for sending in your pink lids!