



# News Release

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**FOR IMMEDIATE RELEASE**

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## **Mars, Incorporated Donates \$100,000 to Support the National Archives exhibition “What’s Cooking, Uncle Sam?”**

**Washington, DC** – Mars, Incorporated and its subsidiary Mars Food are donating \$100,000 to support the National Archives exhibition “What’s Cooking, Uncle Sam?,” the landmark food exhibit which explores the Government’s influence on the American diet.

The donation will be used to launch “What’s Cooking?” as well as market the educational components, programming, online support, publications, and outreach materials.

“Mars, Incorporated and Uncle Ben’s® Rice is honored to be part of this important National Archives exhibition,” said Apu Mody, President of Mars Food North America. “We believe the timing and subject of this exhibit couldn’t be more relevant to our communities as the role of food continues to play a central role in the public dialogue of health and wellness in our society. This exhibition will help provide great context to America’s approach to food.”

“We are thrilled that Mars has agreed to serve as lead sponsor of this exciting exhibition,” said Foundation Chairman and President Ken Lore. “Their generous support enables the Foundation to promote the important work of the National Archives and will be instrumental in helping us to bring new audiences to see ‘What’s Cooking, Uncle Sam?’”

By using the treasured records of the National Archives, *What’s Cooking* explores how the Government has impacted the food Americans eat. The exhibit, which is divided into four sections—Farm, Factory, Kitchen and Table, illustrates the Government’s role in influencing the production, regulation, research, innovation and economics of the food supply. “What’s Cooking?” runs from June 10 through January 3, 2012 in the Lawrence F. O’Brien Gallery of the National Archives Building in Washington, D.C.

### **About the Foundation for the National Archives**

The Foundation for the National Archives is an independent nonprofit that serves as the National Archives’ private-sector partner in the creation of and ongoing

support of the National Archives Experience, which includes permanent exhibits, educational programs, traveling exhibits, special events and film screenings, educational literature, and historical/records-related products and media. The Foundation helps the public understand the importance of the holdings of the National Archives by presenting the depth and diversity of the records through award-winning, interactive educational exhibits and programs. It generates financial and creative support for the National Archives Experience from individuals, foundations, and corporations who share a belief in the importance of innovative civics education.

### **About the National Archives Experience**

The National Archives Experience, created by the National Archives in partnership with the Foundation for the National Archives, has transformed the visitor experience at the National Archives' Washington, DC building, and includes a renovated Rotunda for the Charters of Freedom, the award-winning Public Vaults permanent interactive exhibition, the William G. McGowan Theater, the Lawrence F. O'Brien Gallery for special exhibits, the Boeing Learning Center, and the Digital Vaults online exhibit. These components make the rich resources of the National Archives accessible to Americans nationwide.

### **About Mars, Incorporated**

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the philosophy of a "mutuality of benefits" for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today. Based in McLean, Virginia, Mars has net sales of more than \$30 billion and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 Associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance.

Mars brands include: Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA CO.™, KLIX® and FLAVIA®; Symbioscience –SERAMIS®, CIRKU™ and COCOAVIA™.

### **About Mars Food**

Mars Food is a growing food company, with a passion for making great tasting food that gives consumer easy, healthy options. In 2009, global sales were approximately \$1.5 billion. Headquartered in Rancho Dominguez, California, Mars Food is a leader in producing great tasting products with brands including UNCLE BEN'S®, DOLMIO®, MasterFoods®, SEEDS OF CHANGE®, EBLY®, ROYCO®, KAN TONG®, SUZI WAN®, and RARIS®.

For more information, please visit [www.mars.com](http://www.mars.com).

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