



Maker Dad Mark Frauenfelder and General Mills ENCOURAGE FAMILIES TO REV UP THE BREAKFAST TABLE

General Mills teamed with author of Maker Dad, Mark Frauenfelder, to rev up the breakfast table in a new video showing what happens when this creative dad and his daughter Jane are inspired by their favorite cereal brands and the free stuff inside! A free, fully-buildable Mega Bloks car and instructions for a cut-out cardboard jump can be found in participating General Mills cereal boxes on shelves nationwide now.

Huge fans of General Mills cereal, like Lucky Charms and Cinnamon Toast Crunch, the father daughter duo took the notion of a breakfast table car jump to the next level and created a large, multi-story Rube Goldberg-style contraption in the video titled, Fandamonium. Motivated by General Mills from what they eat to how they play, the ultimate goal of the deliberately over-engineered contraption was to pour milk into their favorite cereals at their breakfast table.



HERE ARE TIPS FROM MARK FOR CREATIVE CONTRAPTIONS TO FOSTER FAMILY FUN, ESPECIALLY FOR DADS AND DAUGHTERS:

- **It STEMs from Somewhere:** As an illustrator and journalist, my girls are exposed to creative arts all the time, so exploring activities rooted in science helps promote learning in other areas. Plus, I learn a lot from my kids about creativity, experimentation and improvisation in the process.
- **Building the Bond:** Creating something together and seeing it through from start to finish helps strengthen my relationship with my daughters. In fact, I wrote the book *Maker Dad*, because I saw the need for a resource that gives dads and daughters ideas for activities they both enjoy doing.
- **It's What's Inside That Counts:** General Mills putting a free, buildable Mega Bloks car in its cereal boxes is a nostalgic experience for me and one I love to share with my daughters. We're all excited for the free prize inside.
- **Try and You Shall Succeed:** Building an elaborate structure like this shows that it's okay to fail, just try again! These kinds of challenges will stretch your mental muscles, and are also a great way to give your kids an introduction to real-life challenges.
- **Get Creative:** Making a Rube Goldberg contraption leverages the benefits of construction for creative play, but you don't have to take it to our extreme. You can build small ramps and simple structures from anything in your house.

MORE ABOUT THE BIG G MEGA BLOKS OFFER

General Mills and Mega Bloks have teamed up to offer exclusive customizable cars and build-it-yourself jumps free in your favorite boxes of cereal. Hidden inside specially marked Big G cereal boxes, fans will find a free car to build with a set of stickers featuring the beloved Hello Kitty and iconic Power Rangers.

This is the first time General Mills has offered a free, customizable toy car designed for both boys and girls. Collect all four colorful cars and deck them out however you like – a super-charged Power Ranger racer, a fashionable Hello Kitty mobile, or a mash-up of both.

In addition to the Mega Bloks freebies promoting fine motor skills and construction play patterns for children, the offer leverages hot properties that even parents know and love, like Hello Kitty and Power Rangers too.

Look out for specially marked Mega Bloks boxes of your favorite Big G cereal brands including Honey Nut Cheerios, Reese's Puffs, Cocoa Puffs, Lucky Charms, Golden Grahams and Cinnamon Toast Crunch.

MORE ABOUT MARK FRAUENFELDER

Mark is the founding editor-in-chief of *Make Magazine*, the author of the new book *Maker Dad: Lunch Box Guitars, Antigravity Jars, and 22 Other Incredibly Cool Father-Daughter DIY Projects* and founder of *Boing Boing*, a site that features articles about technology, science, gadgets, and current online trends. Mark, his wife Carla Sinclair and their two daughters live in Los Angeles.

FOR MORE INFORMATION

Visit GeneralMills.com, view the video at <http://bit.ly/Fandamonium>, or join the conversation online by using #Fandamonium.

And check back for more special offers and free prizes inside boxes of General Mills cereals throughout the year.

