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Mills

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WHEATIES

LOW FAT
SEE SIDE PANEL FOR NUTRITION FACTS

*The Breakfast
of Champions!*



MARC AND NICK
BUONICONITI

OMNG 1976

MIAMI PROJECT

12 YEARS OF PROGRESS

1985

A dream is born. Nick Buoniconti, Barth A. Green, M.D., Don Misner and Beth Roscoe lead the way in forming the Miami Project to Cure Paralysis.

1986

Åke Seiger, M.D., is appointed Scientific Director and builds a team of basic and clinical research scientists.

1987

The first basic science laboratories are dedicated. Cell transplantation experiments are initiated.

1988

Richard P. Bunge, M.D., is selected as new Scientific Director. Studies of growth factors are undertaken.

1989

The Louis and Virginia Bantle Rehabilitation Research Center is dedicated. The Miami Project's scientific staff doubles between 1989 and 1990.

1990

National Institutes of Health awards a multimillion dollar Program Project Grant for studies of "Cellular Therapy."

1991

Miami Project investigators demonstrate the first direct evidence of successful regeneration of adult human central nervous system tissue. Neuromuscular stimulation armcrank device developed and tested.

1992

Neuronal cell line transplants reveal the remarkable capacity of adult nervous system to accept and integrate grafted nerve cells. First birth results from the Miami Project Male Fertility Program.

1993

Miami Project researchers observe evidence of a central pattern generator for locomotion in the human spinal cord.

1994

The Buoniconti Fund to Cure Paralysis is formed. Capital Campaign is launched. Intraoperative monitoring method developed in the Miami Project is named a new standard of medical care for pedicle screw placement.

1995

Schwann cells and growth factors are shown to enhance spinal cord regeneration.

1996

Lois Pope pledges \$10 million to the University of Miami that will ultimately establish LIFE fellows for research in neurological disorders. In return, the Miami Project's new facility will be known as the Lois Pope LIFE Center.

1997

Genetically engineered cell lines are developed that show great promise for the alleviation of pain following nerve injury. W. Dalton Dietrich, Ph.D., is selected as new Scientific Director.

OMNG 1976

TURNING HOPE INTO R E A L I T Y

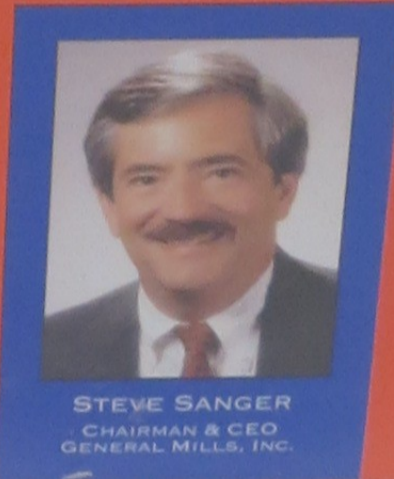
DEAR FRIENDS,

FOR NEARLY 75 YEARS, WHEATIES®, THE BREAKFAST OF CHAMPIONS®, HAS BEEN RECOGNIZING AMERICANS WHO ARE CHAMPIONS. IN THAT TIME, MANY GREAT ATHLETES HAVE BEEN FEATURED ON OUR WHEATIES BOXES. BUT NONE OF THOSE GREAT ATHLETES HAS EXHIBITED MORE SPIRIT TO WIN, FOUGHT THROUGH MORE ADVERSITY OR DEMONSTRATED MORE CHARACTER THAN THE TWO GREAT ATHLETES AND THEIR TEAM THAT WE ARE SALUTING HERE.

WHILE THE NAME BUONICONTI WILL ALWAYS BE ASSOCIATED WITH THE MIAMI DOLPHINS' UNDEFEATED SEASON IN 1972, IT HAS NOW COME TO SYMBOLIZE AND MEAN FAR MORE THAN THAT TO ALL OF US. TODAY, WHEN YOU HEAR THE NAME BUONICONTI, YOU THINK IMMEDIATELY OF THE MIAMI PROJECT AND THE QUEST TO FIND A CURE FOR PARALYSIS — A QUEST THAT WHEATIES AND GENERAL MILLS ARE PROUD TO JOIN.

MARC AND NICK BUONICONTI ARE TRUE CHAMPIONS IN EVERY SENSE OF THE WORD. WE SALUTE THEIR EFFORTS — AND YOURS — IN THE FIGHT TO FIND A CURE FOR PARALYSIS.

SINCERELY,



STEVE SANGER
CHAIRMAN & CEO
GENERAL MILLS, INC.

The Breakfast of Champions!
WHEATIES

**1997
SPORTS
LEGENDS**

CARMEN
BASILIO

NADIA
COMENICI

BART
CONNER

LARRY
CSONKA

DAVE
DEBUSSCHERE

GAIL
DEVERS

WHITEY
FORD

DARRELL
GWYNN

TOMMY
LASORDA

CHARLIE
SIFFORD

BRYAN
TROTTIER

VIRGINIA
WADE

OMNG 1976

Good Cereal
Good Value

TO OPEN
LIFT THIS TAB

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Recycled
Paperboard

BETTER IF USED BY 18

MADE WITH 100% WHOLE WHEAT
WHEATIES

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SAVE 13

CLIP & SAVE!

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LOW FAT

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BUONICONTI

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WHEATIES

Good Cereal
Good Value

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GENERAL MILLS, INC.



SINCERELY,

CURE FOR PARALYSIS

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AND THEIR TEAR THAT WE ARE SALUTED HERE

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GREAT ADVERTISING AND EXPERTISE WERE SPENT TO WIN THROUGH YOUR

WHEATIES CAN BE FOUND ON OUR WHEATIES BOXES. BUT MORE OF THEM

FOR WHEATIES AND WHEATIES. THE BREAKFAST OF CHAMPIONS. THE BEST

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