

**FOR IMMEDIATE RELEASE**

**December 6, 2010**

**SOCIAL REALITY BRINGS CAUSES CAMPAIGNS TO GENERAL MILLS,  
BANK OF AMERICA, AND NESTLE, GENERATING THOUSANDS OF NEW FANS**

LOS ANEGELS - Social Reality ([www.socialreality.com](http://www.socialreality.com)), a leader in social media marketing, sponsorship sales, & strategy today announced that they have added General Mills, Bank of America and Nestlé Pure Life to their growing list of clients. [Social Reality](#) sells sponsorship for leading Facebook apps & web developers, allowing brands to reach a coveted audience of influencers. One of Social Reality's largest publishers is the Facebook application **Causes**, now reaching 140 million installed users. Causes campaigns engage consumers through viral impressions and peer-to-peer referral. Small steps taken by participants then generate donations to charities.

"Social Reality is excited to be able to connect top brands with targeted consumers, via innovative and relevant applications. Our team has an unmatched understanding of the *best practices* that are essential to the success of social media campaigns. We're not just raising awareness, we're creating brand ambassadors who champion the brand and encourage their social circles to follow suit." says Co-Founder and CEO, Christopher Miglino.

[Social Reality](#) has brought numerous Fortune 500 brand partnerships to Causes thus far, including the most recent General Mills campaign: *Join My Village*. *Join My Village* (<http://www.causes.com/joinmyvillage>) empowers girls to create a better future for themselves, their families and their communities and directly benefits CARE International. Within just 30 days, the cause has generated more than 75,000 new joins and more than 20 million newsfeed impressions on Facebook. General Mills will donate \$1 for every new member to Join My Village, up to \$500,000, further incenting participants to invite their friends to take action.

Betsy Frost, Marketing Manager at General Mills, is excited by the impact of the campaign. "Causes is an amazing platform for *Join My Village* because it maximizes exposure among a host of civic and cause minded individuals. Its power is in the fact that individuals can make a difference just by raising their hand and saying they care."

Bank of America launched a similar campaign, aligned with Susan G. Komen for the Cure (<http://www.causes.com/bofa>). To date, that cause has generated more than 75,000 new members. Nestlé Pure Life also launched a campaign around their nonprofit partner, the Healthy Kids Challenge Foundation (<http://www.causes.com/nestlepurelife>) and pledged \$50,000, donating \$5 per join to the Cause. Each campaign has generated millions of cause-related impressions for the sponsoring brands.

### **About Social Reality**

Social Reality, a leader in social media sponsorship sales and strategy, connecting brands with passionate and influential brand ambassadors. Social Reality represents popular Facebook, web and mobile applications, with a network that reaches more than 200 million. Social Reality Co-Founders Erin DeRuggiero and Chris Miglino regularly speak at digital & social marketing conferences about the intersection between social media, philanthropy and cause marketing.

The Social Reality sponsorship team has implemented campaigns for AdAge's top digital agencies as well as Fortune 500 and 1000 companies, including: Ford, The Coca Cola Company, Kellogg's, Brown Forman, Bank of America, Proctor & Gamble, Nestle, Purina and General Mills. Through its relationships with social and mobile app developers, Social Reality drives millions of impactful and earned media impressions each month ([www.socialreality.com](http://www.socialreality.com)).

###

### **Media Contact:**

Dharmata Public Relations, Inc.  
Beverly Visty-Doman  
Office: 310-216-7895  
Cell: 213-706-9321  
Email: [bdoman@dharmata.com](mailto:bdoman@dharmata.com)