WASHINGTON – A petition in support of Minnesota-based Fortune 500 Company General Mills by the Human Rights Campaign, the nation's largest lesbian, gay, bisexual and transgender (LGBT) civil rights organization, has gotten nearly five times more signatures than an anti-equality petition launched by the National Organization for Marriage (NOM). HRC launched the petition last week after General Mills CEO Ken Powell announced the company opposed the state's proposed constitutional amendment which seeks to ban marriage equality for committed gay and lesbian couples. To date, more than 80,000 people have signed HRC's petition as well as another petition by the Minnesotans United campaign supporting the cereal giant. In contrast, the anti-equality National Organization for Marriage (NOM) launched a petition denouncing General Mills. Only 17,000 people have signed on – nearly five times fewer than HRC's and MN United's petitions.

"General Mills took a bold stand in support of equality for all Minnesota families and it's paying off," said HRC Workplace Project Director Kathryn Friedman. "With five times the number of signatures, it's clear that American consumers are sending a strong message that equality is good for business."

HRC is a proud partner of Minnesotans United for All Families – the campaign working to defeat the amendment that seeks to limit the ability of committed same-sex couples to marry. Composed of over 500 businesses, religious institutions, nonprofit and arts organizations, labor unions, political parties and current & former elected officials, Minnesotans United for All Families is one of the largest grassroots campaign in state history.

The Human Rights Campaign is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. By inspiring and engaging all Americans, HRC strives to end discrimination against LGBT citizens and realize a nation that achieves fundamental fairness and equality for all.