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Beat the Morning Rush

By ARA Content

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by: **ARA Content**

From eating exotic leftovers to brushing their teeth in the shower, Americans get creative when it comes to simplifying morning routines

(ARA) – With today's hectic lifestyles, many Americans say it's all they can do to get out the door in the morning.

According to a recent survey conducted for Chex(R) Morning Mix(TM), a new portable breakfast product, 75 percent of Americans multi-task in order to manage their morning routine, with some people performing up to four tasks at once.

Often the challenge starts with getting out of bed. More than 30 percent claim to oversleep on a typical weekday, and 31 percent say they hit the snooze alarm. To minimize oversleeping, 39 percent of Americans set their alarm to go off earlier than needed.

Once their feet hit the floor, however, the rush is on. When mornings are packed with making lunches, grabbing clothes out of the dryer and squeezing in a few minutes of exercise time, respondents in harried households say multi-tasking is the name of the game. Tasks encompass everything from brushing teeth in the shower to grabbing weird leftovers from the fridge. Rushed breakfast choices include everything from leftover liver paté to rattlesnake stew.

While the "ideal way to start the day" is having breakfast in bed for 20 percent of all respondents, 62 percent say they frequently eat breakfast "on the go." One third say they skip breakfast altogether, with a third of these people citing not enough time as the reason for not eating breakfast.

"Getting the day started right and having a nutritious breakfast can be the most important part of a busy day," says Bibie Wu, General Mills marketing manager. "But with hectic morning routines, the importance of breakfast is often overlooked. Chex Morning Mix is one way for people in busy

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households to start the day right, no matter where life takes them for breakfast."

For those who feel like they never have enough time, Chex Morning Mix is a one-of-a-kind portable breakfast that's filled with all the right ingredients -- delicious Chex cereal, wholesome fruits and nuts.

Instead of turning breakfast into one more task to complete before heading out the door, busy people can simply grab a bag of Chex Morning Mix and eat it on the run -- walking to work, on the bus or at their desks.

Other survey findings include:

* If given 15 extra minutes every morning, most people would sleep in.

* Laying out clothes the night before was considered the most effective time-saving tip.

* On average, women reported performing up to four tasks at once compared to men performing up to two.

* 32 percent of women claimed their morning routine typically made them feel "always a bit behind the clock," compared with 25 percent of men.

Chex Morning Mix is available in three flavors: Fruit & Nut, Cinnamon, and Honey Nut, and contains Chex cereal, almonds, raisins and cranberries in each single-serve pouch. Part of a balanced diet, Chex Morning Mix is a good source of calcium and provides nine vitamins and minerals. It has 130 calories per serving, 3.5 grams of fat and 2 grams of protein.

Chex Morning Mix comes in 1.15-ounce single serving pouches, with six pouches per box. It can be found in the granola/breakfast bar aisle with an approximate retail price of \$2.99 per box.

For more information about Chex Morning Mix, visit the General Mills Web site at www.generalmills.com.

Courtesy ARA Content,

; e-mail:

EDITOR'S NOTE: For more information, contact: Greg Zimprich, General Mills, Tel: (763) 764-7780, e-mail: greg.zimprich@genmills.com or Maclaren Latta, Carmichael Lynch Spong, Tel: (612) 375-8570, e-mail: mlatta@clynch.com

Survey note: The Chex Morning Mix Morning Habits Survey was conducted on behalf of General Mills by Greenfield On Line, a leading Internet research firm. 1500 US adults responded in July 2001. This survey has a margin of error of +/- 3 percent.

General Mills ranks among the largest consumer food companies in the United States, with such

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category leaders as Big G Cereals; Betty Crocker Dinners, Desserts and Side Dish Products; Yoplait Yogurts and Chex Snack Mix. General Mills worldwide revenues, including share of sales from international joint ventures, total \$6.8 billion, with employees in plants and offices throughout the United States, Canada, Mexico, Central and South America, Europe and Asia.

Chex is a registered trademark of General Mills, Inc. Morning Mix is a trademark of General Mills, Inc.

How To Keep Stress Out Of The Car

By Ken Snowie

We've all experienced it: it's morning rush hour, you have five minutes to get to work, and you are stuck in traffic because of a major accident on the highway. The stress of being late for work makes your blood boil or it's the evening rush hour, and you're late to pick your child up from day care. You narrowly avoid an accident because of a careless driver. Your stress level is through the roof.

Driving is a major source of stress. Between traffic congestion, construction delays, road rage, and accidents, being in the car has never been less enjoyable, or more nerve-racking.

Another cause of stress is in the cost to maintain your car. There are insurance, astronomical gas prices, and maintenance costs. This can be a huge financial burden. This can be compounded if you have an older vehicle that requires a lot of extra care and maintenance.

As a parent, you might have to drive your children to school, various activities, or social events. This can be a major stress source; aside from the traffic, you may have to deal with fighting or entertaining the young children, all while remaining focused on driving safely. This can be a big source of tension.

Driving and the stress that goes with it is a fact of modern life. There will always be potholes, traffic jams, other rude drivers, and irritable passengers. There will probably be construction delays on your way to work, to the store, or to school. There will be times when you wonder if you'll be able to make it.

There are ways to deal with these unavoidable driving stresses. Try playing some calming CD's that help you shut out the stresses, but also let you concentrate on your driving. You will be able to deal with stresses and situation in the car better if you have some minor distractions like pleasant music.

You can also change the route you take in the morning, in order to avoid construction, traffic jams, etc. Even if the route is a little longer, if it is less crazy, you will be too.

You might also consider leaving five to ten minutes earlier than usual. You won't be in such a rush, and you will be surprised how much a difference those few minutes will make in your daily commute.

Almost everyone has to drive on a daily basis. The plan should be to make it as enjoyable as it can be in order to avoid anxiety. Chances are you will not be able to rid yourself of driving stress in one day. Many of us have become so accustomed to driving stress that it is almost habitual. But, by making the best out of our necessary commutes and trips in the car, it is possible to alleviate driving-induced

stress greatly.

If you would like more information about coping with the stresses of driving refer to

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