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KELLOGG CANADA RALLIES CANADIANS TO SHARE THE POWER OF THEIR BREAKFAST

Breakfast Leader and Charities Join Forces to Fight Childhood Hunger

MISSISSAUGA, ON (March 8, 2012) – Studies show that breakfast can help kids boost their academic performance – improving behavior, reducing absences and tardiness and increasing focus and physical performance¹. Yet the alarming reality is that 1 in 10 children in Canada live below the poverty line² and are at risk of going to school on an empty stomach. As a breakfast leader, Kellogg Canada has partnered with Breakfast Clubs of Canada and Breakfast for Learning to launch the *Share Your Breakfast* program to encourage Canadians to help children who might otherwise go without.

As part of this movement, Canadians are invited to celebrate *National Breakfast Day* with us today, Thursday, March 8. Throughout the day and across the country we'll be surprising Canadians with free mini-packs of Kellogg's Rice Krispies* cereal to raise awareness about our country's hungry children. In return, we're donating* to our *National Breakfast Day* charity partners - Breakfast Clubs of Canada and Breakfast for Learning. In essence, a bowl for you will equal a bowl for a hungry child.

At Kellogg, we believe that when you start your day with a great breakfast, great things can happen,” said Carol Stewart, President and CEO, Kellogg Canada. “Unfortunately, many children do not have access to this important meal, which is why supporting Canada’s largest breakfast charities are so critical. Together we can make a difference and help ensure kids start the day strong.”

¹ Rampersaud GC, Pereira MA, Girard BL, Adams J, Metz J. Breakfast habits, nutritional status, body weight, and academic performance. *J Am Diet Assoc.* 2005;105:743-760.

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Murphy JM, Pagano ME, Nachmani J, Sperling P, Kane S, Kleinman RE. The relationship of school breakfast to psychosocial and academic functioning: cross-sectional and longitudinal observations in an inner-city school sample. *Arch Pediatr Adolesc Med.* 1998 Sep;152(9):899-907.

² 2006 Statistics Canada Census

* Donation will be made up to a maximum of \$25,000 to each charity partner

“Breakfast Clubs of Canada is committed to the cause of feeding our children’s future,” said Daniel Germain, president-founder of Breakfast Clubs of Canada. “*Kellogg's Share Your Breakfast* movement shows us that it makes all the difference when we work together to make every breakfast count.”

“Breakfast for Learning is excited to work with Kellogg’s to help celebrate National Breakfast Day on March 8th, and bring awareness to the importance of eating a nutritious breakfast,” says Wendy Wong, President and CEO, Breakfast for Learning. “Research has shown that when a child is hungry it’s hard to learn. This is why Breakfast for Learning helps to ensure children attend school well-nourished so they have the best chance for success in life.

How to Get Involved

Interested in getting involved in the Kellogg's *Share Your Breakfast* movement? It's easy!

- Visit www.kelloggs.ca/SYB to view our special video message. Share the video and our message with friends through social media outlets.
- Pick-up a specially marked box of Kellogg's *Share Your Breakfast* cereal in-store for a unique pin code (while supplies last). Then, visit www.kelloggs.ca/SYB and use the pin code to redeem your coupon towards a free breakfast item from one of our partners - Eggo Waffles, Activia Yogurt, Silk Soy Beverage, V8 Fusion, Tetley Tea or Bananas.
- In return, we'll make a donation to our breakfast charity partners
- Visit our breakfast charity partners' websites directly - www.breakfastclubscanada.org or www.breakfastforlearning.ca - to make a donation and find out more about the great work they're doing to fight hunger in Canada.

About Kellogg Canada

Driven to enrich and delight the world through foods and brands that matter, Kellogg Canada is the leading producer of ready-to-eat cereal in Canada. Every day, our well-loved brands nourish families so they can flourish and thrive. These include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops* Raisin Bran*, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, *Froot Loops** and *Kashi**. To learn more about Kellogg Canada, including our corporate responsibility initiatives and rich heritage, please visit www.kelloggs.ca. For information on our commitment to nutrition, visit www.kelloggsnutrition.ca.

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About Breakfast Clubs of Canada

Breakfast Clubs of Canada is committed to its mission of ensuring that all Canadian children will have an equal chance to start their school day with a nutritious breakfast in an environment that promotes self-esteem. We accomplish this work with the help of both individual, corporate and field partners, all committed to the cause of feeding our children’s future. We offer funding, equipment, food donation and management tools to **1170** schools and are serving **18 million** breakfasts a year to more than **118,000** schoolchildren. To learn more about Breakfast Clubs of Canada, or to find out how you can get involved, visit www.BreakfastClubsCanada.org.

About Breakfast for Learning

Working to ensure every child in Canada attends school well-nourished and ready to learn, Breakfast for Learning helps to educate and empower communities to start and sustain school-affiliated child nutrition programs through the provision of grants, equipment, child nutrition resources, and access to a team of registered dietitians. In the 2011-2012 school year, Breakfast for Learning will provide funding to over 4,683 programs, helping to serve healthy meals and snacks to over 459,458 children and youth. For more information, visit www.breakfastforlearning.ca.

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