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Acclaimed Fashion Designer Cynthia Rowley and Kellogg's Special K Start Something Fabulous at LG Fashion Week Beauty by L'Oreal Paris

(Toronto, ON: October 20, 2011) – Internationally celebrated fashion designer Cynthia Rowley today presented an exclusive collection of red dresses for three Canadian women as part of the *Kellogg's Special K Start Something Fabulous* program at LG Fashion week Beauty by L'Oreal Paris. *Kellogg's Special K* held a nationwide search to find three fabulous everyday women who demonstrate the confidence that comes from looking and feeling your best.

Veronic Bertrand from Rockland, ON; Mika Fryling from Burnaby, BC; and Melanie Boucher from Ottawa, ON, were chosen from hundreds of submissions to participate in the *Kellogg's Special K* program, including an exclusive fashion show with Cynthia Rowley. The three women and Rowley shone in their first fashion presentation in Canada. The event was hosted by Canadian Supermodel, Monika Schnarre, photos are available to view on www.specialk.ca.

“These three women were chosen because their personal stories speak to so many women and really demonstrate that living a healthy, balanced lifestyle is achievable,” said Rowley. “I loved creating these dresses; red is a powerful color that says confidence. Each dress silhouette was created to match each woman’s unique personality and lifestyle. All three dresses are also true to my signature style – feminine, elegant and pretty.”

The three red dresses work together as a grouping. For Mika, a sleek satin one-shoulder dress in crimson is accented with a full rose detail at the shoulder. Veronic’s flirty style is brought to life with a deep v-neck fitted bodice and full asymmetrical hem in a rich silk taffeta in contrasting shades of red. For Melanie, Rowley created a figure flattering voluminous look nipped in at the waist, tapered at the hemline and topped with rushes of ruffles at the neck.

In addition to walking the runway at LG Fashion week Beauty by L'Oreal Paris in Toronto in their

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Kellogg's Special K (continued)

Cynthia Rowley custom dresses, the women's Kellogg's Special K experience includes a 'fabulous' make-over, a luxurious shopping spree and the priceless opportunity to have their images on select boxes of Kellogg's Special K cereal and print ads.

When deciding on a designer for this initiative, Rowley was the obvious choice for *Kellogg's Special K*. "Cynthia Rowley personifies the qualities we were looking for," says Andrew Loucks, vice-president of marketing, Kellogg Canada Inc. "Cynthia's style, personality and lifestyle make her an inspirational role model. We're honoured to work with her on this special program."

"I understand the challenge of balancing career, family, and personal needs," says Rowley. "It's easy to put yourself at the bottom of the priority list, However, this opportunity was all about celebrating the fabulous side of everyday women."

Finding fabulous in the everyday

Individuality, confidence and a balanced lifestyle were key characteristics in selecting the three Start Something Fabulous women from the hundreds of entries submitted from across Canada. Veronic, Mika and Melanie overcame challenges to achieve personal success and fulfillment.

"I can't wait to see my image on the Special K box. It will be a keepsake I'll always have to commemorate this exciting experience," said Veronic. "This was truly a once-in-a-lifetime experience to participate in a photo shoot and be part of a fashion show with a top designer," added Mika.

"As a Mom of two I'm not used to all this attention, what a thrill! It made all my hard work worthwhile and gave me the motivation to stick with it," said Melanie.

About Cynthia Rowley

Kellogg's Special K is proud to partner with Cynthia Rowley, a top-tier fashion designer, inside and out. Rowley promotes a healthy image and is fabulous in her own right. She is a successful business woman, philanthropist, author and mother of two who stays active through her love for extreme sports. Known for her sophisticated collections and vibrant dresses, with a whiff of carefree spirit, Cynthia Rowley is an award-winning international design sensation. Her collections are available at Cynthia Rowley boutiques in fashion capitals around the world, as well as online and in better department and specialty stores. Please visit www.style.com to see the entire Cynthia Rowley collection.

About Kellogg Canada

Kellogg's Special K (continued)

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands 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**, and *Froot Loops**. For more information, visit www.kelloggs.ca, and for information on Kellogg Canada's commitment to nutrition, visit www.kelloggsnutrition.ca.

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