



## POWER OF LUNCH BOX LOVE

*Parenting expert Dr. Michele Borba provides fun and helpful tips on staying connected with your kids throughout your busy day*

TORONTO, March 8, 2011 – There’s no doubt about it, mornings, afternoons and evenings are busy for families. Between checking homework, getting the kids to school, afternoon practices and activities, there is little time for parents and children to connect throughout the day, although they recognize the importance of doing so. In fact, a recent survey conducted by Kellogg Canada found that while nine-out-of-ten parents would prefer to tell their children they love them in person, almost half try to stay connected through notes of affection.

Parenting expert, Dr. Michele Borba, agrees that while the daytime is inevitably busy, it’s important to ensure that children feel connected to their parents throughout the day. Borba, an internationally-renowned educator and award-winning author of 23 books including “*The Big Book of Parenting Solutions*”, is often sought out for her opinion and has appeared over 80 times on the Today show as well as other guest appearances on Dr. Phil, The View, The Doctors, CNN American Morning, and CBS ‘s The Early Show. Borba frequently advises parents on the importance of checking-in and connecting with their kids throughout the day and provides practical, solution-based strategies for busy moms and dads.

“As a parent I know that your day is busy, it’s something that you can’t avoid” says Borba. “But it’s how we can make up for it that makes all the difference. Think of creative ways to send a little love to your kids while they are at school, such as putting a note in their lunch bag or tucking it in their coat pocket. Little reminders that mom and dad are rooting for them or just thinking about them, even when they aren’t there, can boost a child’s attitude and turn their day around.”

**Kellogg’s Rice Krispies Squares Bars**, now with wrappers you can write on, are an easy way for parents to jot down a note of love or encouragement to their children before they run out the door in the morning. Whether it’s a big test, or a public speaking exercise, sending a little note to them in the middle of their day will help them shine on until the school bell rings.

“In the survey, it was revealed that over half of Canadian parents have never put a note in their child’s lunch bag,” says Andrew Loucks, VP, Marketing, Kellogg Canada. “Whether you send a funny message or a loving or inspiring note, new **Rice Krispies Squares Bars** with writable wrappers are making it easier for parents to connect with their children and build memories in today’s busy world.”

In addition to inserting a note in your child’s lunch bag, Borba also suggests the following tips to parents to help them stay connected to their children when they are apart:

- Exchange homemade gifts such as bead bracelets or necklaces for one another. Whenever you are apart, they can touch their bracelet and feel close to you again.
- Slip a photo of you and your child into their bag and if you'll be apart for a long period of time you can even make a photo album.
- Stay connected via voicemail or video attachments to emails or cell phones when your children are at camp or you are away on a business trip.

**Other Interesting Survey Findings include:**

- 56 per cent of Canadian parents find that their child needs encouragement on their first day back at school.
- While 50 per cent of Canadian parents would express love to their child if they were to write a lunch note, 29 per cent would wish their child a good day.
- 54 per cent of Canadian parents would most likely offer words of encouragement to their child during milestone moments (such as the first day of school) if they were sending a message.

**Rice Krispies Squares Bars** with writable wrappers are now available at major grocery retailers across Canada and retail for approximately \$3.29 for 8 bars.

**About the Survey**

The Kellogg Canada survey was conducted between January 10 and January 13, 2011 using Leger Marketing's online panel, LegerWeb, with a sample of 392 Canadian parents 18 years or older.

**About Kellogg Canada**

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\*. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers and health professionals about nutrition and healthy, active living through responsible packaging, brochures, advertising and scientific symposia. For more information, visit the Kellogg Canada website at [www.kelloggs.ca](http://www.kelloggs.ca).

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