



The Search is on for Canada's Most Charitable Family of the Year *Breakfast Clubs of Canada and Kellogg's Team up to Inspire Canadian Families*

TORONTO, ON (June 18, 2009) – This summer, Kellogg's *Rice Krispies* and Breakfast Clubs of Canada (BCC) – a national organization that provides services and funding to community-based school breakfast programs – are teaming up to give families the chance to win big with the first-annual *Rice Krispies Share a Square Family of the Year* contest. As a proud supporter of Breakfast Clubs of Canada, for every box of *Rice Krispies* cereal and *Rice Krispies Square Bars* soldⁱ, Kellogg's will also donate one dollar to Breakfast Clubs of Canada up to a maximum of \$100,000.

Calling all Canadian Families!

From now through to July 30, 2009, Canadian families are invited to visit www.ricekrispies.ca to share both their favourite *Rice Krispies* recipe and what their family is doing to give back in their community. One lucky family will be recognized with a grand prize valued at approximately \$10,000. In addition to being the *Rice Krispies Share a Square Family of the Year*, they'll win up to four roundtrip tickets anywhere Air Canada flies in Canada, \$5,000 spending money and their winning family's photo, recipe and story featured alongside Snap! Crackle! and Pop! on specially marked boxes of *Rice Krispies* cereal and on www.ricekrispies.ca.

"Breakfast Clubs of Canada is pleased to partner with Kellogg Canada on this exciting initiative. As an organization committed to feeding thousands of children across the country, we know first-hand how important it is for Canadians of all ages to give back to the community," said Lisa Clowery, vice president of development, Breakfast Clubs of Canada. "The *Rice Krispies Share a Square* contest is an easy and rewarding way to encourage families to get involved and help others."

Instilling the Value of Sharing and Giving

Since 2008, *Rice Krispies* has been spreading the message of philanthropy through its *Share a Square* program which encourages Canadians to give back to their communities and instill charitable habits in young children. Last year, *Rice Krispies* invited Canadians to raise funds for a charitable cause close to their hearts by hosting a bake sale with family, friends and community members. This year, in keeping with the goal of encouraging nurturing moments to share with family and friends, *Rice Krispies* is looking to reward an inspiring Canadian family that has showcased dedication and commitment to their community and exemplifies the *Share a Square* spirit.

ⁱ While supplies last.

“For more than 80 years, *Rice Krispies* has been a familiar and much-loved part of Canadian families’ lives both at the breakfast table and during the nurturing moments shared between parents and their children,” said Alan Gravely, vice president, marketing, Kellogg Canada Inc. “It is during these shared moments that families come together to do great things and that’s what we’re celebrating with the *Rice Krispies Share a Square Family of the Year* contest, because we all know that giving back is the best gift of all.”

Living a more charitable lifestyle is easier than one might think, too. Families can band together to help others in their community by participating in any number of charitable activities, from completing a charity walk/run together, to helping elderly neighbours with difficult tasks, to sorting food at a local food bank – the possibilities are endless! Getting involved as a family in the community is also one of the best ways to introduce children to the values of charitable living. Sharing is a powerful way to enact positive change on the lives of others. Not only does it teach children what can be achieved by spending quality time together as a family, it also teaches them the importance and joy of giving back to those around them, therefore setting the stage for their philanthropic efforts as they grow up. Whether volunteering at a local organization or simply welcoming a new family to the neighbourhood, charity is a learned practice that starts at a young age.

For more information about Kellogg’s *Rice Krispies* and the *Rice Krispies Share a Square Family of the Year* contest, please visit www.ricekrispies.ca. For more information about Breakfast Clubs of Canada, please visit www.breakfastclubscanada.org.

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 about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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For further information, to coordinate an interview with a *Rice Krispies Share A Square* spokesperson, or to acquire high resolution images, please contact:

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