



SNAP, CRACKLE AND POP FOSTER THE SPIRIT OF GIVING

Kellogg's Rice Krispies Share A Square program inspires parents, children to be charitable together

TORONTO, September 9, 2008 – One of Canada's all-time favourite cereals will be at the heart of a nationwide campaign to bring parents and children closer together and instill the spirit of generosity.

To celebrate the 80th anniversary of Rice Krispies this fall, Kellogg Canada is encouraging parents to foster the spirit of giving in children with the *Rice Krispies Share A Square* bake sale for charity program at www.shareasquare.ca.

"Rice Krispies Share a Square will allow parents to create nurturing moments with their children through the simple yet rewarding act of holding a bake sale and directing the bake sale's proceeds to a charity of their choice," says Alan Gravely, Vice President, Marketing, Kellogg Canada. *"It's magical to watch families look beyond their own environment and to the broader community."*

"Every day, in many simple ways, parents have the ability to develop a nurturing culture of giving in the home, one that can be a lifelong gift to your children. Holding a bake sale for charity with your children is a good and easy way to foster giving," says Harvey McKinnon and Azim Jamal, authors, *The Power of Giving*. *"The best gift we can give our children is to teach them to give"*.

Ingredients: Passion

Kellogg's is encouraging parents and children to look to 13-year-old Cody Clark as a source of inspiration. At the age of seven, after learning that both his parents had cancer and after visiting his local hospital's emergency room, Cody developed the idea for Cody's Individual Comfort Kits. The free kits are given to young hospital patients to help make their stay a less frightening experience. His achievements have been celebrated with numerous accolades and awards, including the Governor General's Caring Canadian Award (2005) and the Top 20 under 20 (2007).

"Having a bake sale for charity is one of the easiest ways to get your children involved in your community and foster the spirit of giving, a lesson they will carry with them for a lifetime" says Janice Clark, Cody's mother. *"Planning and baking for a charity bake sale will also bring your family closer together."*

Recipe for Success

Families can take cherished moments in the kitchen one step further by logging on to www.shareasquare.ca to download a free bake sale toolkit, including posters, sales trackers, recipes, invitations, bake sale-related articles, polls and tips on how to teach kids about the art and spirit of giving.

Beginning September 13, 2008 Kellogg's will have *Rice Krispies Share A Square* demonstration teams at participating Wal-Mart locations nationwide. These teams will provide families with free bake sale kits and the opportunity to decorate treats. In addition, from September 6 to September 20, 2008, a dollar from the sale of every box of Rice Krispies cereal at Wal-Mart will be donated to the Children's Miracle Network up to a maximum of \$25,000.

The *Rice Krispies Share A Square* initiative will be supported online, in-store and through public relations.

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.

* © 2007, Trademark of Kellogg Company used under licence by Kellogg Canada Inc.

###

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

Lores Tomé
Kellogg Canada
(905) 290-5237
lores.tome@kellogg.com

Cathy Mitchell/Sylvia Sicuso
APEX Public Relations
(416) 924-4442, ext 236/255
cmitchell@apexpr.com/ssicuso@apexpr.com