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**KELLOGG'S CELEBRATES QUEBEC'S PASSION FOR MUSIC
WITH *PASSION QUEBEC****

Toronto, June 2004 – Kellogg Canada celebrates Quebec's passion for music with the launch of *Passion Québec** a summer promotion that honours Quebec music, as well as movies and culture through an exciting partnership with Sony Music Entertainment (Canada) Inc.

*Passion Québec** is a unique program running in Quebec from June to September 2004. Over 1.3 million specially marked boxes of Kellogg's *Müslix**, Kellogg's *Mini-Wheats** and *Two Scoops** Raisin Bran will give consumers \$5 off the purchase of CDs, DVDs and videos to be redeemed at www.shopsonymusic.ca. The website includes more than 1,000 music titles from leading Quebec and international artists such as Celine Dion, Garou and compilations CDs such as Salut Quebec and Pour l'amour Vol. 1 &2 featuring many great French artists. In addition, consumers who find a winning voucher inside specially marked boxes in-store are eligible to win one of 50 \$100 gift certificates also redeemable at www.shopsonymusic.ca.

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“*Kellogg’s** recognizes the importance of music and film in Quebec culture,” says Johanne Trudeau, Associate Director, Nutrition Marketing, Kellogg Canada. “*Passion Québec** is a great way for Kellogg’s to celebrate Quebec’s unique culture and share its distinctive music and films with consumers.”

As part of *Passion Québec**, Kellogg’s is also sponsoring a daily segment on *Sucré-Salé*, an entertainment television show that airs on the TVA Network – the no. 1 watched French private television station in Canada and the no. 1 watched French and English private television station in the Québec province - which highlights Quebec performers and music activities taking place across the province. The third season of the show launches on Monday, May 31 and airs Monday to Friday at 6:30 p.m. and 10:30 p.m. Each Friday of the eleven-week program, consumers will have a chance to win a \$100 gift certificate for www.shopsonymusic.ca. Consumers will also have a chance to win a grand prize consisting of a VIP concert experience for four.

“Music is one of the passions of Quebec culture,” says Josée Bournival, Arts and Music reporter with TVA in Montreal, who will host the special segment tied to the promotion on *Sucré-Salé*. “*Passion Québec** is a unique promotion because it gives Quebecers an incentive to support their favourite musicians.”

In addition, *Passion Québec** is being supported by an integrated print campaign with Journal de Montreal, Journal de Quebec and Le Lundi.

About Kellogg Canada

Founded in 1906, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition 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.

About Sony Music Entertainment

Sony Music Entertainment Inc. (SMEI) is a leading global recording company. The three divisions of SMEI are Sony Music (the U.S. recording company comprised of Automatic Productions, Columbia Records Group, Epic Records Group, Sony Music Nashville, Legacy Recordings, Sony/ATV Music Publishing, Sony Disc Manufacturing, Sony Music Distribution, Sony Music Custom Marketing Group, Sony Music Studios, and Sony Wonder); Sony Music International (active in over 60 countries through its network of wholly owned subsidiaries, joint ventures and licensees); and Sony Classical, which includes the Sony Classical Film & Video division.