



**Kellogg Canada mixes it up with new
All-Bran* Two Week Challenge campaign featuring William Shatner**

*Canada's top chefs, Michael Bonacini and Susur Lee,
go head-to-head in a cooking challenge with secret ingredient*

Toronto, ON - July 28, 2003 - Add celebrity William Shatner, a touch of two of Canada's top chefs, sprinkle in a few expert media judges, and don't forget the "secret ingredient" -- a ½ cup of *Kellogg's* All-Bran Original** cereal -- and you too can create exciting recipes. Winning chef, Susur Lee, did just that at the kick-off of the new *Kellogg's* All-Bran** Two Week Challenge campaign.

Kellogg Canada launched today the *All-Bran** Two Week Challenge, a national campaign featuring William Shatner, to encourage Canadians to take charge of their health by increasing their daily fibre intake with just ½ cup of *All-Bran Original** cereal a day. To celebrate the launch, William Shatner hosted an *All-Bran** cooking competition between renowned chefs Michael Bonacini and Susur Lee. The two chefs were given 45 minutes to create as many dishes as possible using ½ cup of *Kellogg's* All-Bran Original** cereal, the "secret ingredient" unveiled to the chefs for the first time at the event.

A panel of expert judges including Leslie Beck, Registered Dietitian, James Chatto, **Toronto Life's** restaurant critic and food writer and senior editor of the LCBO's **Food & Drink** magazine, and Marion Kane, food columnist for the **Toronto Star**, judged a total of eight dishes and awarded the title of *All-Bran** Challenge Master Chef to Susur Lee. Kellogg Canada donated \$5000 in Susur Lee's name to the Canadian Cancer Society. In addition, Kellogg Canada donated \$3000 in Michael Bonacini's name.

"We know that most Canadians don't get enough fibre in their diets and we also know that dietary fibre helps reduce the risk of certain cancers," said Christine Lowry, Vice President, Nutrition and Corporate Affairs, Kellogg Canada. "By teaming up with a well-known celebrity like William Shatner, we hope to increase awareness and motivate people to add more fibre to their diets. The exciting cooking challenge today shows that having ½ cup of *Kellogg's* All-Bran Original** cereal a day is easier than you think."

It is generally recognized that a diet high in fibre is not only a way of promoting regularity, but is also good for your overall health. In fact, two recent studies published in the **Lancet** medical journal in May 2003, have shown that a high-fibre diet may prevent colon cancer. Fibre is also good for your mental health. A study from Cardiff University last year claimed that people who consumed a high-fibre diet were happier, more energetic, and more mentally responsive compared with people who consumed a lower-fibre diet.

With just a ½ cup of *Kellogg's* All-Bran Original** cereal every day, consumers can increase their fibre intake by 12 grams, which is almost half of the daily fibre requirement recommended by Canada's Food Guide To Healthy Eating (25 grams for women and 38 grams for men). The combination of a ½ cup of *All-Bran Original** cereal in conjunction with other high fibre foods, such as certain vegetables, fruits and legumes, is a balanced approach to meeting daily fibre requirements.

The *Kellogg's* All-Bran** Two Week Challenge is supported with a creative and humorous television advertising campaign featuring celebrity William Shatner in English Canada and Donald Pilon, a well-known actor in Quebec, in French Canada. This marks the first time that Kellogg Canada is working with a Hollywood celebrity.

The advertising campaign begins airing across Canada on August 4, 2003 for four weeks and features the celebrities moving in with an average couple and leading them through the challenge for two weeks. The ad campaign is also supported on-pack beginning mid-August, with public relations, a web campaign and in-store merchandising.

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.

- 30 -

For more information on the *All-Bran** Two Week Challenge, visit www.all-bran.ca or contact:

Lores Tomé
Kellogg Canada
(416) 675-5237
lores.tome@kellogg.com

Bettina Allsworth/Andrea Ellison
Media Profile
(416) 504-8464
bettina@mediaprofile.com
andrea@mediaprofile.com