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## **Kellogg Company Launches *Breakfasts for Better Days*<sup>™</sup> Hunger Relief Initiative**

**Company to provide one-half billion breakfasts globally by end of 2016**

- Kellogg to provide 1/2 billion #breakfasts to help children and families worldwide #hungerrelief [<http://ow.ly/hYgnx>]
- Kellogg Canada pledging to help 1 in 7 Canadian children who live in poverty and are at risk of going to school on an empty stomach by expanding breakfast club programs

**MISSISSAUGA, Ontario, Feb. 25, 2013** - Because one in eight people around the world face food insecurity each day, Kellogg Company and its foundation, the Kellogg's Corporate Citizenship Fund, pledged today to provide one-half billion servings of breakfast to children and families who need it most, through its new *Breakfasts for Better Days*<sup>™</sup> initiative. In total, the company will donate 1 billion servings of cereal and snacks in its support of global hunger relief by the end of 2016<sup>1</sup>.

"Because we believe in the power of breakfast to feed better days and better lives, we are focusing our philanthropic efforts on providing breakfast to those who need it most," said John Bryant, President and CEO, Kellogg Company. "As a leading producer of breakfast foods, we know first-hand the importance of starting the day right – and believe the most positive impact Kellogg can have on the world is through our foods."

Far too many children and families around the world go without breakfast every day. And, in Canada, it's no exception with one in seven children living in poverty and at risk of going to school on an empty stomach<sup>2</sup>.

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<sup>1</sup> The goal of one billion servings is based on an approximate serving size of one ounce.

<sup>2</sup> <http://www.campaign2000.ca/reportCards/national/C2000ReportCardNov2012.pdf>

“Kellogg Canada has a long-standing commitment of giving back to our communities and helping those less fortunate,” said Carol Stewart, President and CEO, Kellogg Canada Inc. “As a food company we understand the importance of addressing the growing hunger problem in Canada and are committed to doing our part to help feed better days and brighter tomorrows.”

Building on the company’s already successful partnership with Breakfast Clubs of Canada, Kellogg Canada will work to continue expanding breakfast programs across the country and advocating for the important role breakfast plays in the diet. In addition, it will continue its long-standing support of food banks through product and financial donations. To date, Kellogg Canada has donated more than one million dollars in cash and 2.5 million pounds of food to support hunger relief in Canada in the past five years alone.

The launch of *Breakfasts for Better Days™* also coincides with the celebration of National Breakfast Day (March 7, 2013) and the second annual Share Breakfast movement, which is yet another way that Kellogg Canada is making it easy for families to join in the company’s efforts to provide breakfasts to children in need. Families across Canada can share a breakfast with a child in need by visiting [www.kelloggs.ca/SYB](http://www.kelloggs.ca/SYB) in early March.

With the *Breakfasts for Better Days™* global initiative, Kellogg Company continues to build on its long-standing leadership and commitment to hunger relief. The company has donated \$68 million in cash and \$129 million in products to charitable organizations across the world since 2008.

For additional information about *Breakfasts for Better Days™*, visit [www.kelloggs.ca](http://www.kelloggs.ca).

#### **About Kellogg Canada Inc.**

Driven to enrich and delight the world through foods and brands that matter, Kellogg Canada is the leading producer of ready-to-eat cereal in Canada. Every day, our well-loved brands nourish families so they can flourish and thrive. These include All-Bran\*, Corn Flakes\*, Corn Pops\*, Eggo\*, Fibre Plus\*, Froot Loops\*, Frosted Flakes\*, Kashi\*, Kellogg’s\* Two Scoops\* Raisin Bran, Mini-Wheats\*, Nutri-Grain\*, Pop-Tarts\*, Pringles\*, Rice Krispies\*, Special K\* and Vector\* and many more. To learn more about Kellogg Canada, please visit [www.kelloggs.ca](http://www.kelloggs.ca).

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### **About Kellogg Company**

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2012 sales of \$14.2 billion, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include *Kellogg's*®, *Keebler*®, *Special K*®, *Pringles*®, *Frosted Flakes*®, *Pop-Tarts*®, *Corn Flakes*®, *Rice Krispies*®, *Kashi*®, *Cheez-It*®, *Eggo*®, *Coco Pops*®, *Mini-Wheats*®, and many more. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit [www.kelloggcompany.com](http://www.kelloggcompany.com).

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