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KELLOGG MAKES FIGHTING CHILD HUNGER EASY AS SNAP, TEXT, TWEET
Breakfast Leader Partners with Charity to Rally Americans and Share One Million School Breakfasts

BATTLE CREEK, Mich, March 8, 2011 – Breakfast is the most important meal of the day, yet the alarming reality is that 1 in 4 children live in homes where food is not always available¹, sometimes making breakfast hard to come by. As a breakfast leader, Kellogg has partnered with Action for Healthy Kids[®] to launch the *Share Your Breakfast* program to encourage Americans to help children who might otherwise go without.

For every breakfast photo or description uploaded to www.shareyourbreakfast.com, or sent via text with the word “share” to 21534², from now until July 31, 2011, Kellogg’s will help increase participation in school breakfast programs.³ The goal is to help share one million breakfasts during the 2011-2012 school year. The announcement comes on National Breakfast Day, a day to celebrate the power of breakfast.

“Kellogg’s believes in the power of breakfast and its ability to help bring out the best in each day,” said Doug VanDeVelde, senior vice president of marketing and innovation at Kellogg Company. “If more schools can offer breakfast to their students, students will be better equipped to reach their potential, both inside and outside the classroom.”

Action for Healthy Kids was created in 2002 in response to then-U.S. Surgeon General Dr. David Satcher’s public call to action to work with schools to fight the national epidemic of childhood obesity. Today, as a leading national nonprofit and volunteer network, one of Action for Healthy Kids’ key initiatives is to provide funding directly to school districts and schools to expand or initiate innovative breakfast programs to increase the number of children who start the school day with a nutritious breakfast.

“At a time when communities across the country are struggling with budget cuts, organizations such as ours are seeing an increased need for school breakfast programs,” said Rob Bisceglie, executive director of Action for Healthy Kids. “The *Kellogg’s[®] Share Your Breakfast* program offers people across the country an easy and free way to help get involved to help fund our mission to ensure that school kids have access to the proper nutrition.”

¹ Nord, Mark, Alisha Coleman-Jensen, Margaret Andrews, and Steven Carlson. Household Food Security in the United States, 2009. ERR-108, U.S. Dept. of Agriculture, Econ. Res. Serv. November 2010.

² Message and data rates may apply. Check your carrier for details.

³ Each time a photo or description is shared, Kellogg Company will donate the monetary equivalent of a school breakfast. Kellogg Company will donate up to \$200,000 – the equivalent of one million breakfasts.

Join Melissa Joan Hart and Kellogg to Share Breakfast with Kids - Easy as Snap, Text, Tweet!

From bowls of cereal to scrambled eggs, helping Kellogg *Share Your Breakfast* is as easy as snap, text, tweet. Here's how it works:

- Upload your breakfast photo or description to www.shareyourbreakfast.com
- Or text your breakfast photo with the word "share" to 21534⁴
- Tweet a description of your breakfast with #ShareUrBreakfast on March 8, National Breakfast Day

Spreading the word to family and friends is just as important as sharing breakfast.

- Encourage your friends and family to share their breakfast by tweeting #ShareUrBreakfast
- Change your Facebook profile picture to your breakfast and share news on how your family and friends can share breakfast with kids in need

Kellogg is driving attention to the *Share Your Breakfast* program through a large-scale, fully integrated marketing campaign of print, broadcast, digital and social media. The Kellogg's[®] *Share Your Breakfast* program also includes partnering with TV star and mom Melissa Joan Hart to host a community breakfast in New York's Grand Central Station. The free event scheduled for National Breakfast Day (March 8) allows even the busiest New Yorkers the opportunity to join *Tony the Tiger*[™] and *Snap!*[™] *Crackle!*[™] and *Pop!*[™] to both enjoy and share breakfast. The City of New York is celebrating alongside Kellogg and Action for Healthy Kids at the community breakfast by proclaiming its support of National Breakfast Day.

"As a mom of two young children, it breaks my heart to know that millions of children go to school hungry each morning," said Hart, star of ABC Family's hit show "Melissa & Joey." "I am excited to lend my support and voice to Kellogg's[®] *Share Your Breakfast* program because it helps provide breakfast to children and makes helping easy for even the busiest families."

About Kellogg Company

For more than 100 years, consumers have counted on Kellogg Company for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg Company's beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include Kellogg's[®], Keebler[®], Pop-Tarts[®], Eggo[®], Cheez-It[®], All-Bran[®], Mini-Wheats[®], Nutri-Grain[®], Rice Krispies[®], Special K[®], Chips Deluxe[®], Famous Amos[®], Sandies[®], Austin[®], Club[®], Murray[®], Kashi[®], Bear Naked[®], Morningstar Farm[®], Gardenburger[®] and Stretch Island[®]. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com.

About Action for Healthy Kids

Action for Healthy Kids[®] is the nation's leading nonprofit and largest volunteer network fighting childhood obesity and undernourishment by helping schools become healthier places and our kids learn to eat right, be active every day and be ready to learn. A collaboration of more than 70 organizations, corporations and government agencies supports grassroots efforts by 20,000 volunteers nationwide. In the 2009-10 school year, Action for Healthy Kids reached 4.5 million students in 9,200 schools. More information is available on Facebook and on Twitter.

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