

**Media Hotline**

Kellogg Company

269-961-3799

[media.hotline@kellogg.com](mailto:media.hotline@kellogg.com)

Trent Stafford

312-715-4943

[trent.stafford@krispr.com](mailto:trent.stafford@krispr.com)**AMERICANS SWEEP FIRST-EVER OLYMPIC FREESTYLE SKIING SLOPESTYLE COMPETITION, WILL BE FEATURED ON SPECIAL-EDITION BOXES OF KELLOGG'S® CORN FLAKES®**

*Freeskiers Joss Christensen, Gus Kenworthy and Nick Goepper of Team USA™ Show How From Great Starts Come Great Things®*

BATTLE CREEK, Mich., February 14, 2014 – To celebrate the historic podium sweep for Team USA™ at the Sochi 2014 Olympic Winter Games in the first-ever Olympic freestyle skiing slopestyle competition, *Kellogg's®* announced today that the medal winners will be featured on special-edition boxes of *Kellogg's Corn Flakes®*. Freeskiers Joss Christensen, Gus Kenworthy and Nick Goepper will be pictured on the limited-edition box, after earning gold, silver and bronze.

"After Joss, Gus and Nick's remarkable performance in the first-ever freestyle skiing slopestyle competition, it's evident that their great starts in the sport have truly led to great things," said Noel Geoffroy, Senior Vice President, Marketing & Innovation for *Kellogg's* U.S. Morning Foods. "We're excited to continue our time-honored tradition of celebrating America's Olympic champions on *Kellogg's* cereal boxes by bringing their historic image to the breakfast table."

"I'm so thrilled that I was able to go out there and win the first-ever gold medal in Olympic men's freeskiing slopestyle," said Christensen. "*Kellogg's* has helped me start off my day since I was a kid, so it's awesome to be featured on the box of one of my favorite cereals. I definitely wouldn't have gotten to such an amazing finish without lots of great starts."

"Being up there on the medal podium along with Joss and Nick was an unbelievable feeling – we're all excited to be representing our country and our sport at the Sochi Games," said Kenworthy. "Our *Kellogg's* box is a great reminder of how our great starts together helped us reach our full potential. The fact that we were able to achieve this in the first slopestyle competition at the Games makes it even better."

"This is a huge moment for Team USA," said Goepper. "To be featured on a *Corn Flakes* box with my teammates is just amazing – it's something you dream about as a kid at the breakfast table."

With only 1,000 featured boxes being produced, this collectible item will be available beginning Feb. 24 for a limited time, for members of the *Kellogg's* Family Rewards program exclusively. Fans can visit [KelloggsFamilyRewards.com](http://KelloggsFamilyRewards.com) for information about how to become a member and redeem *Kellogg's* product codes for their very own collectible box while supplies last.

**Suggested Tweets:**

- [Click to tweet:](#) @josschristensen, @guskenworthy and @NickGoepper to be featured on special-edition boxes of *Kellogg's* Corn Flakes #greatstarts

- [Click to tweet:](#) Visit KelloggsFamilyRewards.com to get a box of Kellogg's Corn Flakes featuring US slopestyle freeskiers' medal sweep #greatstarts

### **Kellogg Company and USOC Relationship Continues**

Dating back to 1976, Kellogg Company has a long history of helping athletes start the day off right through its support of the United States Olympic Committee. Looking forward, Kellogg is proud to support the U.S. Olympic and Paralympic Teams for the 2014 and 2016 Games, as well as Team USA athletes at the 2015 Pan American and Parapan American Games. Kellogg products are available to Team USA athletes at all U.S. Olympic Training Centers in Colorado Springs, Colo., Lake Placid, N.Y., and Chula Vista, Calif.

### **Kellogg Company "Breakfast For Better Days"**

*Kellogg's* 'Give A Great Start' initiative is part of the company's *Breakfasts for Better Days™* commitment to provide 1 billion servings of cereal and snacks – more than half of which are breakfast – to children and families in need around the world by the end of 2016.

### **About Kellogg Company**

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2013 sales of \$14.8 billion and more than 1,600 foods, 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. Our brands – Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Mini-Wheats® and more – nourish families so they can flourish and thrive. Through our Breakfasts for Better Days™ initiative, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. To learn more about Kellogg, visit [www.kelloggcompany.com](http://www.kelloggcompany.com) or follow us on Twitter @KelloggCompany.

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