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U.S. OLYMPIC ATHLETES TEAM UP WITH KELLOGG'S TO HELP GIVE GREAT STARTS BACK HOME

Team Kellogg's™ athletes are helping provide up to two million breakfasts to kids in need

BATTLE CREEK, Mich., March 3, 2014 – Today kicks off National Breakfast Week, March 3-7, and *Kellogg's* has partnered with Action for Healthy Kids® and *Team Kellogg's™* U.S. Olympic and Paralympic athletes to help provide two million breakfasts to children in need through the 'Give A Great Start' program.

"Everyone deserves a great start and that begins with breakfast. But every day, one in five kids goes without breakfast¹," said Noelle Pikus-Pace, U.S. Olympic silver medalist. "I'm proud to be part of this important effort to help feed children's potential and give them the great start that they deserve."

Families can help make a difference by going to www.kelloggs.com/teamusa to view the 'Great Starts' video featuring *Team Kellogg's*, as well as a series of Start Story videos, which follow the athletes' inspirational journeys to the Sochi 2014 Olympic Winter Games. When fans view, like, re-tweet, pin or share any of the 'Great Starts' online content using #greatstarts, *Kellogg's* will help provide breakfast to children in need².

Kellogg's 'Give A Great Start' program 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.

***Kellogg's* and *Team Kellogg's* Partner Up for Great Starts**

Team Kellogg's athletes proved that great starts lead to great things in the 2014 Olympic Winter Games. Now, during National Breakfast Week, *Team Kellogg's* is heading back home to help provide a great start and feed the potential of kids in need. *Team Kellogg's* athletes who will be participating in National Breakfast Week activities include:

- Meryl Davis & Charlie White – Ice Dancing
- Ted Ligety – Alpine Skiing
- Noelle Pikus-Pace – Skeleton

"We are proud of our *Team Kellogg's* athletes and their performance in Sochi. We are even more proud to see them coming home and helping kids in need," said Noel Geoffroy, senior vice president, Marketing & Innovation for *Kellogg's* U.S. Morning Foods. "By helping to give kids access to a nutritious breakfast, we are giving them a great start that can help set them up for the day ahead."

Three *Team Kellogg's* athletes will be visiting schools in their home states to inspire students and families to get involved in the 'Give A Great Start' program. They will be hosting a series of fun, interactive events for students, as well as sponsoring local community breakfasts during National Breakfast Week.

¹ U.S. Department of Agriculture, Agricultural Research Service. 2012. Breakfast: Percentages of Selected Nutrients Contributed by Foods Eaten at Breakfast, by Gender and Age, What We Eat in America, NHANES 2009-2010. Available: www.ars.usda.gov/ba/bhnrc/fsrg

² For each "Great Start" consumers activate, Kellogg will provide \$.27, up to \$540,000, to Action for Healthy Kids to help increase participation in new or expanded school breakfast programs resulting in a projected 2 million additional breakfasts served if the maximum contribution is reached.

- Meryl Davis and Charlie White will be challenging teachers to a dancing competition at Salem High School in Canton, Mich., March 7
- Noelle Pikus-Pace will be recreating a skeleton race at Northridge High School in Layton, Utah, March 10

“Charlie and I believe in the importance of a great start,” said Meryl Davis, U.S. Olympic gold medalist. “I can’t get through the day without a balanced breakfast, so it really means a lot to have the opportunity to help provide great starts to kids in our community.”

The Power of Breakfast

National Breakfast Week aims to raise awareness and educate families about the importance of breakfast. Data shows that breakfast can help kick-start metabolism, energy and focus for learning³ and can help set them up for the day ahead^{4,5}. Together, cereal plus one cup of milk is a leading source of 10 nutrients important to growing bodies, and may provide four of the nutrients Americans are missing most⁶ – calcium, potassium, vitamin D and fiber^{**7}.

“So many children rely on the national School Breakfast Program to get breakfast every day. Without it, one out of five children would not get breakfast at all,” said Rob Bisceglie, Action for Healthy Kids CEO. “The ‘Give A Great Start’ program not only helps feed these at-risk children, but feeds their potential as well.”

To learn more about *Team Kellogg’s*, view their Start Story videos, or for more information about the ‘Give A Great Start’ program, visit Kelloggs.com/teamusa.

Suggested Tweets:

- [Click to tweet](#): @Kelloggs_US celebrates National Breakfast Week w/ #TeamKelloggs! Give #greatstarts & share 2 million breakfasts w/ kids in need
- [Click to tweet](#): Unleash kids potential w/ @Kelloggs_US #TeamKelloggs by helping provide breakfast to kids in need #greatstarts <http://youtu.be/KfhNMJu50lg>

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 or follow us on Twitter @KelloggCompany.

About Action for Healthy Kids®

Action for Healthy Kids® (AFHK) fights childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives. We partner with a legion of dedicated volunteers – teachers, students, moms, dads, school wellness experts and more – from within the ranks of our

³ Kleinman RE, Hall S, Green H, Korzec-Ramirez D, Patton K, Pagano ME, Murphy JM. Diet, breakfast, and academic performance in children. *Ann Nutr Metab.* 2002;46 Suppl 1:24-30.

⁴ Kosti RI, Panagiotakos DB, Zampelas A, Mihas C, Alevizos A, Leonard C, Tountas Y, Mariolis A. The association between consumption of breakfast cereals and BMI in schoolchildren aged 12-17 years: the VYRONAS study. *Public Health Nutr.* 2008 Oct;11(10):1015-21.

⁵ Cooper SB, Bandelow S, Nevill ME. Breakfast consumption and cognitive function in adolescent schoolchildren. *Physiol Behav.* 2011 Jul 6;103(5):431-9.

⁶ NHANES, 2003-2006.

** When eating a cereal that contains fiber

⁷ U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans (DGA)*, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010.

65,000+ network to create healthful school changes. After all, *everyone* has a part to play in ending the nation's childhood obesity epidemic. Our programs, tools and resources make it possible so that many people can.

Our grassroots efforts are supported by a collaboration of more than 75 organizations, corporations and government agencies. Working together, they're giving kids the keys to health and academic success by meeting them where they are - in the classroom, in the cafeteria and on the playground - with fun physical activity and nutrition lessons and changes that make it possible for them to eat nutritiously and play every day. More information is available at www.ActionforHealthyKids.org, on Facebook at <http://www.facebook.com/pages/Action-for-Healthy-Kids/267076500068?ref=mf> and on Twitter at <https://twitter.com/Act4HlthyKids>.

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