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GRAMMY-AWARD WINNING GROUP THE ROOTS PERFORMS AT KELLOGG'S RECHARGE BAR

The Roots perform one-of-a-kind concert with Kellogg's Cereal and Milk themed Instruments

BATTLE CREEK, Mich., June 25, 2014 – Today, Grammy-award winning group, The Roots, performed live at the *Kellogg's Recharge Bar*. The band made a surprise appearance to perform a unique and innovative concert inspired by the *Kellogg's Cereal and Milk* song. The performance tapped into The Roots' artistic skill, by performing with milk and cereal inspired instruments, including bowls, spoons, milk jugs and more.

Just like music, breakfast is all about great combinations. The Roots have partnered up with *Kellogg's* to show families how a serving of *Kellogg's* cereal and one cup of skim milk is a great combination of grains and protein to help start your day in an extraordinary way.

"A good breakfast is the gateway to a great day and through our partnership with *Kellogg's* we hope to build awareness around the importance of protein and grains for a nutritious start to the day," said Questlove. "Additionally this partnership affords us the opportunity to give the hard working students at the High School for Creative and Performing Arts (CAPA) in Philadelphia much needed support to help them continue to grow as musicians and chase their dreams."

The Roots were joined by eight young musicians from their high school, The Center of Performing Arts (CAPA) in Philadelphia to perform at the *Kellogg's Recharge Bar*. Since the group got their start as students at CAPA, they wanted to give back to students that are making their way into the music industry.

Located at 1701 Broadway Avenue, on W. 54th Street and Broadway, the *Kellogg's Recharge Bar* will be open to the public for free June 26 - 27, from 7 a.m. to 2 p.m. daily. Seating is limited, so those arriving will be granted access as a first come first serve basis to enjoy the following activities:

- **Delicious breakfast:** Celebrity chef, Christina Tosi, created unique and delicious combinations of protein and grains for families to choose from.
- **Karaoke Sing-along:** Families can participate in a cereal and milk sing-along.
- **Derek Hough Performance:** Emmy award-winning choreographer Derek Hough will put his energy into action and reveal the cereal and milk dance move on June 26.
- **Meet the *Kellogg's* Characters:** *Kellogg's* will host a meet and greet with iconic *Kellogg's* characters, Cornelius "Corny" Rooster and Tony the Tiger.

Keep up to date with the happenings at the *Kellogg's* Recharge Bar on [instagram.com/kelloggsus](https://www.instagram.com/kelloggsus), twitter.com/KelloggsUS, www.youtube.com/user/KelloggsUS and www.facebook.com/Kelloggs.

To learn more about how a serving of cereal and one cup of skim milk offers a tasty combination of protein and grains that helps recharge your body, visit Kelloggs.com/CerealAndMilk.

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®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's 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 The Roots

Formed in 1987, in Philadelphia, PA, the legendary Roots Crew, consists of Black Thought (MC), Ahmir “Questlove” Thompson (drums), Kamal Gray (electronic keyboards), F. Knuckles (percussion), Captain Kirk Douglas (electronic guitar), Damon Bryson (sousaphone) and James Poyser (electronic keyboard). Having previously released twelve projects, The Roots have become one of the best known and most respected hip-hop acts in the business, winning four Grammys, including “Best R&B Album” for *Wake Up!*, “Best Traditional R&B Vocal Performance” for “Hang in There” (with John Legend) and “Best Group or Duo R&B Vocal Performance” for “Shine.” The ensemble was most recently nominated for “Best Rap Album” for the 2011 release of *undun*. This brings the band's GRAMMY nomination count to twelve. Additionally, The Roots have also become the faces of Philly's “Fourth of July Jam,” an annual concert held during the Fourth of July with the biggest names in music, and “The Roots Picnic,” a yearly star-studded mix of musicians, that has become a celebrated institution during awards season. Recently The Roots were named one of the greatest live bands around by *Rolling Stone* and became the official house band on *The Tonight Show starring Jimmy Fallon* where they currently perform every Monday- Friday.

About Christina Tosi

Christina Tosi is the chef, owner and founder of Milk Bar, called “one of the most exciting bakeries in the country” by Bon Appetit Magazine. As founder of the dessert program at Momofuku, Christina helped Momofuku Ko earn two stars from the Michelin Guide and Momofuku Ssäm jump onto restaurant magazine's top 100 restaurants in the world list. She is the 2012 recipient of the James Beard Rising Star Chef award and a finalist for the 2014 James Beard Outstanding Pastry Chef award. Christina lives in Brooklyn, NY with her three dogs.

About Derek Hough

Emmy Award winning Derek Hough, the only five time champion in franchise history of the hit ABC show *Dancing with the Stars*, started dancing in his hometown of Salt Lake City, UT, at age 11. A multi-talented entertainer and five-time Emmy nominee for choreography, Hough was recently seen in a starring role for director Duane Adler and producer Robert Cort in *Make Your Move* which premiered earlier this year. This summer, he has teamed with his sister Julianne for a live stage dance concert *MOVE Live On Tour* performing in 50 cities around the country.

Suggested Tweets:

- [Click to tweet](#): Check out @TheRoots #cerealandmilk performance @KelloggsUS Recharge Bar <http://prn.to/SDAMrp>
- [Click to tweet](#): Today @TheRoots performed the #cerealandmilk song at the @KelloggsUS Recharge Bar using bowls, spoons and milk jugs <http://prn.to/SDAMrp>

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