



**For Immediate Release**

**Contact:** Amber Hensley  
417-885-4575  
[ahensley@marlinnetwork.com](mailto:ahensley@marlinnetwork.com)

## **Kellogg Company Continues Support of School Breakfast Programs Through its *Breakfasts for Better Days*<sup>™</sup> Initiative**

**ELMHURST, Ill.** —Kellogg believes no child should start the day hungry. Through [\*Breakfasts for Better Days\*<sup>™</sup>](#), Kellogg has already helped make billions of days better for people in need, providing 1.9 billion servings of food since 2013. This includes making sure children have the best start to their day by getting breakfast at school. Kellogg recently announced its new goal to create three billion Better Days for people worldwide, including expanding breakfast programs to reach 2 million children.

“Ensuring students have access to a healthy breakfast at school to start their day is very important to us,” said Kelly O’Connor Grzyb, Sr. K-12 Channel Marketing Manager, Kellogg Company. “During the 2015-2016 school year the Kellogg Company supported breakfast programs to serve 11.3 million breakfasts and nearly 63,000 students at 250 participating schools. Our company is only just getting started. Our new goal is to expand breakfast programs so that 2 million children worldwide can get the best start to their day by 2025.”

As a part of Kellogg’s<sup>®</sup> global *Breakfast for Better Days*<sup>™</sup> initiative, the company continues its partnership with the Action for Healthy Kids (AFHK) *School Breakfast for Healthy Kids* program via its 2017-2018 school year grants. The program was created in 2009 to increase the number of schools and districts that provide all students eligible a free or reduced price healthy breakfasts. Schools will use their grants to purchase equipment and cover other program costs that enable them to expand breakfast participation through alternative breakfast models, such as breakfast in the classroom and grab ‘n go breakfast.

Educators say kids have more difficulty concentrating when they come to school hungry and nearly one in six children in America lives in households that struggle to put food on the table. That is 13 million kids who are not getting the food they need.<sup>1</sup>

At the 2016-2017 program’s midterm, there was an 18 percent increase in average daily participation in AHFK partner schools, resulting in 912,575 additional new breakfasts consumed during the first half of the school year. Participating schools also reported 65.2 percent student enthusiasm for/interest in school breakfast and 51.6 percent improvement in student attendance.<sup>1</sup> A complete list of funded schools can be found at [ActionforHealthyKids.org/Kellogg](http://ActionforHealthyKids.org/Kellogg). Schools are also invited to apply for grants for the 2017-2018 school here at [ActionforHealthyKids.org/Grants](http://ActionforHealthyKids.org/Grants).

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<sup>1</sup> No Kid Hungry-Share Our Strength 2016



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Kellogg is also a proud annual sponsor of [National School Breakfast Week](#) (NSBW)—a weeklong celebration of the School Breakfast Program. School Nutrition Association members celebrate with themed menus and events to increase breakfast participation. The NSBW 2018 theme is “I Heart School Breakfast,” and is scheduled for March 5-9, 2018.

“There are so many reasons to love breakfast, said David Grotto, MS, RDN, LDN, Sr. Nutrition Manager, Specialty Channels and Frozen, Kellogg Company. As a father and as a registered dietitian, it’s good to know that breakfast eaters are more likely to get more vitamin A, vitamin C, B2, calcium, zinc, fiber and iron than those who don’t eat breakfast<sup>2</sup>. Besides, it’s hard to pay attention to the teacher with a hungry, rumbling tummy!”

To learn more about Kellogg’s K12 product portfolio, visit [www.KelloggsSpecialtyChannels.com](http://www.KelloggsSpecialtyChannels.com).

### **About Kellogg Company**

At Kellogg Company (NYSE: K), we strive to make foods people love. This includes our beloved brands – Kellogg's®, Keebler®, Special K®, Pringles®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Cheez-It®, Eggo®, Mini-Wheats® and more – that nourish families so they can flourish and thrive. With 2016 sales of \$13 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of crackers and savory snacks; and a leading North American frozen foods company. And we’re a company with a heart and soul, committing to help create 3 billion Better Days by 2025 through our [Breakfasts for Better Days](#) global purpose platform. To learn more, visit [www.KelloggCompany.com](http://www.KelloggCompany.com) or [www.OpenforBreakfast.com](http://www.OpenforBreakfast.com) and follow us on [@KelloggCompany](#), [YouTube](#) and on our [Social K corporate blog](#).

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<sup>2</sup> Rampersaud GC, Pereira MA, Girard BL, Adams J, Metz J. Breakfast habits, nutritional status, body weight, and academic performance in children and adolescents. J Am Diet Assoc. 2005 May;105(5):743-60; quiz 761-2. Review.