



**FOR IMMEDIATE RELEASE**

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***Action for Healthy Kids® and Kellogg's® Award Nearly 70 Schools in 25 States  
Money and Support for School Breakfast***

CHICAGO – November 12, 2012 – Action for Healthy Kids® (AFHK) announced today that nearly 70 schools in 25 states have received more than \$1,500 each in ***School Grants for Healthy Kids***, funded by the Kellogg's® *Share Your Breakfast*™ campaign. The grants are part of AFHK's direct work with schools to help increase participation in the national School Breakfast Program.

The grants were awarded to schools already participating in the national School Breakfast Program as part of an AFHK and Kellogg's joint commitment to provide more than million breakfasts to kids in need during the 2012-2013 school year. As part of that commitment, AFHK also will provide the 28 elementary schools, 27 high schools and 14 middle schools with significant in-kind contributions in the form of people, programs, management and policy expertise. These in-kind contributions will allow administrators to start universal breakfast programs or develop alternative breakfast programs such as Breakfast in the Classroom, Grab and Go and Second Chance Breakfast so that kids who might otherwise miss out on that important first meal of the day are set up for the same success as their classmates. "Our ***School Grants for Healthy Kids*** program and the Kellogg's *Share Your Breakfast* campaign are proving very important for schools and kids," explains AFHK CEO Rob Bisceglie. "Through them, we're helping schools take advantage of the national School Breakfast Program, a safety net for the nation's most vulnerable children, at a time that one in five kids in this country live in homes where breakfast is hard to come by."

"At Kellogg's, we believe a great breakfast sets every kid up to have a great day," said Doug VanDeVelde, Kellogg senior vice president of marketing and innovation, ready-to-eat cereal.

“Unfortunately, many children do not have access to this important meal, which is why we are excited to partner with Action for Healthy Kids for the third consecutive year. Together we can make a difference and help more kids start their days with a great breakfast so they can reach their full potential.”

For the third consecutive year, *Kellogg's* and Action for Healthy Kids are rallying Americans to join the *Share Your Breakfast* campaign. Each consumer's "share" helps get Kellogg's and Action for Healthy Kids one step closer to the goal to share more than one million breakfasts with kids across the country during the 2013-2014 school year. To learn how AFHK and the *Share Your Breakfast* campaign benefit students, visit <http://www.actionforhealthykids.org/campaigns/breakfast/>.

***School Grants for Healthy Kids*** were distributed to schools in the following states:

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Florida
- Georgia
- Idaho
- Kansas
- Kentucky
- Louisiana
- Massachusetts
- Maryland
- Michigan
- North Carolina
- Nebraska
- New Jersey
- New Mexico
- New York
- Ohio
- Pennsylvania
- Tennessee
- Vermont
- West Virginia

For a complete listing of funded schools in each state, visit:  
<http://www.actionforhealthykids.org/campaigns/breakfast/school-grants-for-healthy.pdf>

**About Action for Healthy Kids ®**

Action for Healthy Kids® 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 34,000+ constituency 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 70 organizations, corporations and government agencies. Working together, we'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](http://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>.

### **About Kellogg Company**

Driven to enrich and delight the world through foods and brands that matter, Kellogg Company ([NYSE: K](#)) is the world's leading producer of cereal, second largest producer of cookies and crackers and - through the May 2012 acquisition of the iconic *Pringles*® business - the world's second largest savory snacks company. In addition, Kellogg is a leading producer of frozen foods. Every day, our well-loved brands – produced in 18 countries and marketed in more than 180 countries – nourish families so they can flourish and thrive. With 2011 sales of more than \$13 billion, these brands include *Cheez-It*®, *Coco Pops*®, *Corn Flakes*®, *Eggo*®, *Frosted Flakes*®, *Kashi*®, *Keebler*®, *Kellogg's*®, *Mini-Wheats*®, *Pop-Tarts*®, *Pringles*®, *Rice Krispies*®, *Special K*®, and many more. To learn more about Kellogg Company, including our corporate responsibility initiatives and rich heritage, please visit [www.kelloggcompany.com](http://www.kelloggcompany.com).