

FOR IMMEDIATE RELEASE

Lorna Grisby, Communications Manager
Action for Healthy Kids
lorna@actionforhealthykids.org
(312) 878 -7672

Action for Healthy Kids® and Kellogg's® Give Nearly 100 Schools in 26 States Funds and Support for School Breakfast

CHICAGO – October 2, 2013 – Action for Healthy Kids® (AFHK) announced today that, through its *School Breakfast for Healthy Kids* program, funded by the Kellogg's® *Share Breakfast*™ campaign, it is providing 95 schools in 26 states with in-school assistance, technical support and funding to improve their nutritional environments.

The \$1,500 grants and other assistance will help bolster the schools' breakfast programs or get them off the ground as part of AFHK's work with schools around the country to increase student participation in the national School Breakfast Program.

"We know that when students skip school breakfast, their overall cognitive performance suffers. So it's important that all kids get a nutritious start to each day," explains AFHK CEO Rob Bisceglie. "That's why our *School Breakfast for Healthy Kids* program and the Kellogg's *Share Breakfast* campaign are so important. Together, they're providing kids with the nourishment they need to concentrate in the classroom so they can learn."

Designated for the 2013-2014 school year, the grants will go to schools already participating in the national School Breakfast Program as part of AFHK's and Kellogg's joint commitment to provide more than one million breakfasts during the school year to kids who may not get breakfast at home. Through the *School Breakfast for Healthy Kids* total nutrition approach, AFHK also will provide the schools with significant help in the way of school volunteers, programs, management and policy expertise so that administrators can create universal breakfast programs or develop alternative breakfast programs such as Breakfast in the Classroom, Grab and Go and Second Chance Breakfast, which will ensure that kids don't miss out on that important first meal of the day.

"At Kellogg's, we believe that having a nutritious breakfast helps kids reach their full potential every day, and that every child should have that chance," says Noel Geoffroy, Kellogg vice president of marketing, Morning Foods. "That's why we are proud to partner with Action for Healthy Kids to ensure more children have access to this important meal each day."

School Breakfast for Healthy Kids will support schools in Arizona, California, Colorado, Florida, Georgia, Hawaii, Indiana, Louisiana, Massachusetts, Maryland, Maine, Michigan, Minnesota, Missouri, Mississippi, Nebraska, New Jersey, Ohio, Oklahoma, Pennsylvania, South Dakota, Tennessee, Texas, Virginia, Washington and Wisconsin.

Here is a complete listing of [funded schools](#).

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. The organization partners with a legion of dedicated volunteers – teachers, students, moms, dads, school wellness experts and more – from within the ranks of its 55,000+ constituency to create healthful school changes. After all, *everyone* has a part to play in ending the nation's childhood obesity epidemic. AFHK's programs, tools and resources make it possible so that many people can.

AFHK's 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 ActionforHealthyKids.org, on [Facebook](#) on Twitter at [@Act4HlthyKids](#) and on [Pinterest](#).

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2012 sales of \$14.2 billion, 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. Every day, our well-loved brands nourish families so they can flourish and thrive. These brands include Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Coco Pops®, Mini-Wheats®, and many more. Because we believe in the power of breakfast, we focus our philanthropic efforts global hunger relief through our Breakfasts for Better Days™ initiative, providing 1 billion servings of cereal and snacks - more than half of which are breakfasts - to children and families in need by the end of 2016. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit www.kelloggcompany.com.

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