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For additional information contact:
Deb New, Director of Communications
(317) 602-3416 deb@ActionforHealthyKids.org

School Breakfast Programs a Growing Trend in Getting Students Ready to Learn *Thousands of eligible children don't take advantage of a free breakfast at school*

Chicago, IL (August 6, 2009) – Research has repeatedly shown that students who start the day with breakfast perform better at school. However, millions of American children – one of every six – find it difficult to get proper nourishment at home in the morning. Current economic hardships are adding to the number of students who are unable to start the school day nourished and ready to learn.

In response, schools across the country are expanding access to their breakfast programs. Action for Healthy Kids, a non-profit that works with schools to help kids learn to eat right and be active every day, has announced they will provide \$55,000 in grants plus technical assistance to 41 schools this coming school year. Funded by Kellogg's Corporate Citizenship Fund, the charitable arm of Kellogg Company, the grants will be used to increase parents' awareness and the number of students participating in free school breakfast programs this year by as many as 20,000 nationally.

“The concept is simple: children who are better nourished learn better. School breakfast programs help ensure that kids get healthy foods like fruits and vegetables, fiber, whole grains, and low- and non-fat dairy to jumpstart their day,” says Rob Bisceglie, executive director of Action for Healthy Kids. “Unfortunately, thousands of children who could be getting breakfast at school aren't taking advantage of this health-promoting program.”

To be eligible for funding, schools had to have at least 50% of their student population eligible for free and reduced-price meals. Nationally, 18.4 million children receive free or reduced-price lunch through the National School Lunch Program on an average day. However, less than half take advantage of breakfast at school. Last school year, a family of four that made \$28,665 a year or less qualified for free school breakfast. The federal government is raising the salary cap for the 2009-10 school year.

In addition to boosting brainpower, breakfast has been shown to curb behavior problems, reduce absenteeism, and help children focus. For years, schools have encouraged better nourishment during testing time, knowing that eating breakfast can improve scores.

“Kellogg Company is pleased to provide funding that will help grow school breakfast program awareness and participation,” says Dr. Celeste Clark, Kellogg senior vice president, global nutrition and corporate affairs. “Whether their healthy start begins at home or at school, we need to ensure that America's children are equipped with a nutritious breakfast that can aid in their academic performance and overall well-being.”

A complete list of schools receiving grants and information on their programs is available at <http://www.actionforhealthykids.org/resources/files/breakfastgrants.pdf>.

About Action for Healthy Kids

Action for Healthy Kids[®] is a national non-profit organization that addresses the epidemic of overweight, undernourished and sedentary youth by focusing on improving nutrition and physical

activity policies and practices in schools. This grassroots public-private partnership of 65 organizations and government agencies supports the efforts of Teams comprised of about 10,000 volunteers in all states and the District of Columbia. To learn more, visit www.ActionForHealthyKids.org.

About Kellogg's Corporate Citizenship Fund

Kellogg's Corporate Citizenship Fund is the charitable arm of Kellogg Company. With 2008 sales of nearly \$13 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods. Kellogg products are manufactured in 19 countries and marketed in more than 180 countries around the world. Kellogg contributed more than \$40 million in cash and \$120 million in product to various charitable organizations around the world over the last five years. Visit www.kelloggcompany.com.

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