**[INSERT REGION] SCHOOLS OFFERED BREAKFAST CLUB CASH BOOST**

School breakfast clubs in [Insert region] could get their hands on a £1,000 cash windfall to help support their vital work.

Kellogg’s is offering schools across the UK [grants](http://www.kelloggs.co.uk/breakfastclubgrants) to invest in any aspect of their breakfast clubs - including equipment, food and learning materials.

This comes as 16 per cent of parents from the North West admit their children don’t always have breakfast.

The study also found 65 per cent of those in the North West who’ve struggled to keep their household fed have yet to rely on the help of others or utilise any schemes like breakfast clubs.

Of those who have sent their children to breakfast clubs, 15 per cent do so every school day, 28 per cent three to four days a week, and 41 per cent one to two times.

With 65 per cent revealing their littles ones are attending them more often now than they were 12 months ago.

Further underlining the importance of these schemes, 46 per cent said their breakfast club closing would result in them having to work less or stop altogether.

Our Lady and St. Swithin’s CPS in Merseyside was one of the latest schools to receive a grant from Kellogg’s this year, in its annual Breakfast Club Awards. The school was able to spend the money on new equipment to store and prepare breakfast items.

**Heather Murphy, Kellogg’s breakfast club manager, said:** “We are proud to have supported thousands of breakfast clubs up and down the country for 25 years.

“They contribute vastly to improving children’s school attendance and attainment, as well as alleviating hunger in some cases.

“It’s not just the children that benefit – it’s a lifeline for parents too.”

Kellogg’s is this year celebrating 25 years of supporting breakfast clubs. In that time, the scheme has helped 5,000 schools to support 500,000 children, with donations totalling £5 million.

The business has also increased the size of its Breakfast Club Programme across the UK, expanding the number of schools supported in 2023 by another 50%.

**ENDS**

Schools can apply by visiting: [www.kelloggs.co.uk/breakfastclubgrants](http://www.kelloggs.co.uk/breakfastclubgrants)

¹The research was carried out by Spark Market Research between 12th January and 1st February.

For more information, please contact Kellogg’s on 0161 869 5500 or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)