**SALFORD AND TRAFFORD PRIMARY SCHOOLS OFFERED CHRISTMAS BREAKFAST CLUB CASH BOOST**

Primary school Breakfast Clubs in Salford and Trafford could get their hands on a £500 cash boost to support the vital work they do.

Kellogg’s is offering Christmas grants to primary schools to invest in any aspects of their Breakfast Club, from food to learning materials. The additional funding will be awarded to 52 schools, adding to the £750,000 already donated by the cereal giant throughout 2023.

The cost-of-living crisis and increase in required spending on necessities such as heating means that schools can have less money to invest in their Breakfast Clubs at this time of year. The increased cost of living also means that these same Breakfast Clubs are more essential than ever for parents and children.

Research recently commissioned by Kellogg’s has emphasised the important role Breakfast Clubs play in both helping children and easing pressure on schools and parents alike.

The study¹ found that 16 per cent of parents in the North West admit their children don’t always have breakfast. It also revealed that almost half of teachers in the region have seen children arrive to school hungry every day, with 67 per cent of them saying this number has increased since last year. Furthermore, 68 per cent of parents are worried about their Breakfast Clubs closing down, with the majority of them citing the increasing cost of food and a lack of funding as their biggest concerns.

The cereal giant is this year celebrating 25 years of its Breakfast Club scheme. In that time, the programme has helped 5,000 schools to support 500,000 children, with donations totalling £5 million. It has also increased the size of its programme across the UK, expanding the number of schools supported in 2023 by a further 50 per cent. The £500 grants are part of the cereal giant’s wider commitment to alleviating hunger in conjunction with its ‘Better Days Promise’.

**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. We know the clubs contribute vastly to improving children’s school attendance and attainment, as well as alleviating hunger in some cases. To be able to reduce pressure on Breakfast Clubs by granting extra funding as we head into the Christmas period shows our commitment to fulfilling our promise of tackling hunger.”

Schools can apply for the grants by visiting: [Kellogg’s Breakfast Club Grants Christmas Boost – Salford and Trafford - Forever Manchester](https://forevermanchester.com/kelloggs-breakfast-club-grants-christmas-boost-salford-and-trafford/)

**ENDS**

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