

SCHOOLS IN THE UK COULD WIN £1000 FOR THEIR BREAKFAST CLUB

Schools in the UK could be in with the chance of winning £1,000 for their breakfast club by entering the annual Kellogg's Breakfast Club Awards.

One club from each region of England, as well as one club from Scotland, Wales and Northern Ireland, could be crowned the best breakfast club of the year and bag a cash prize.

This year, with breakfast clubs across the UK going above and beyond during the pandemic, this will be an opportunity for them to be recognised for all of the hard work and dedication put in to make breakfast happen.

In the absence of the winners being able to attend the usual awards ceremony at the House of Commons, Kellogg's will be arranging for special 'party packs' to be sent out to winning schools so that they don't miss out on their much-deserved celebration.

Entries are now OPEN and will close on 15th January 2021 before being judged by a panel of experts.

One of this year's winners from Chester, Chester Blue Coat CE Primary School, spent its £1,000 on resources to start a cookery club, as all of the children like to get involved in the preparation of breakfast.

Holy Cross Girls Primary school in Northern Ireland put its winnings towards providing further support for its breakfast club supervisor, who had been supporting the club for ten years, caring and catering for each child's individual needs.

Kate Prince, corporate social responsibility manager for Kellogg's, said "The Breakfast Club Awards are a fantastic opportunity to celebrate the wonderful and inspiring work that goes on in schools up and down the country.

"Kellogg's has supported Breakfast Clubs for 22 years and this year we've seen the clubs face more challenges than ever before so we are delighted to be able to recognise them for all of the hard work and dedication they have put in to keep things going."

Kellogg's Breakfast Clubs Programme currently supports over 3,000 clubs, investing more than £4million since it started, by providing training, grants and food. With a third of teachers¹ at schools in areas of high deprivation revealing they have noticed a child at their school was hungry, breakfast clubs provide an opportunity to ensure no child starts the day with an empty tummy.

To find out more and to enter the Breakfast Club Awards, visit:

www.breakfastclubawards.co.uk

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For more information, please contact Kellogg's on 0161 869 5500

or pressoffice@kellogg.com

¹Research carried out by YouGov for Kellogg's with 955 teachers in May 2019

What can schools do?

1. If you already have a breakfast club, enter the Kellogg's Breakfast Club Awards to win £1,000 for your club – any club can enter, however they are funded. Enter here: www.breakfastclubawards.co.uk

2. Join the Kellogg's Breakfast Club Network and receive regular e-newsletters which feature exclusive competitions, activities and practical ideas for running an effective Breakfast Club. To sign up email us at breakfastclubuk@kellogg.com and reference NETWORK in the subject.

3. Categories include :
 - Northern Ireland
 - Scotland
 - Wales
 - North East England
 - North West England

- East of England
- London
- East Midlands
- West Midlands
- South East England
- South West England
- Yorkshire & Humber