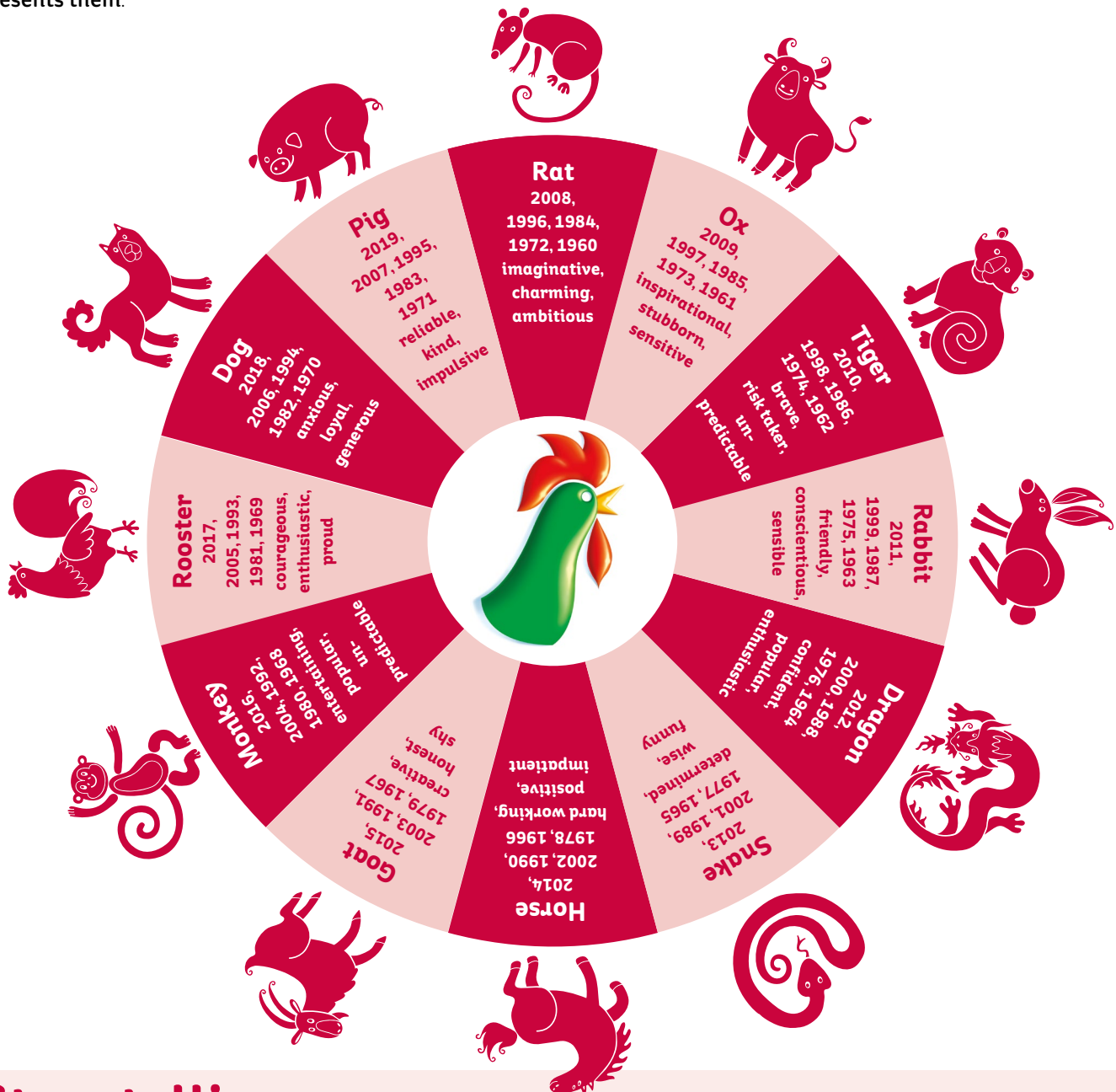




Chinese New Year

Chinese New Year is a centuries old tradition celebrated in China, as well as parts of the world with large Chinese populations, and **this year it will be celebrated on Saturday 28th January**. Each year is symbolised by one of 12 animals – **2017 is the year of the Rooster**, just like our very own Cornelius! It is believed that your character traits are linked to the animal that represents your year of birth. **Share the zodiac below with your children and explore which animal represents them.**



Storytelling

The traditional fable of the Chinese zodiac tells the story of an emperor who declares that the first 12 animals to cross the river will feature on the zodiac. Ask children to think about the animals as characters. **Who do they think would win the race? Would the animals help each other or trick each other?** You could sit in a circle and ask each participant to add a sentence to the story, using the characteristics as inspiration.

Maybe the loyal dog let the monkey ride on his back as he swam across the river, or the reliable pig held the boat steady for the rooster? The stubborn ox might have refused to be helped by anyone, and the creative goat tried to fly a kite over the water.

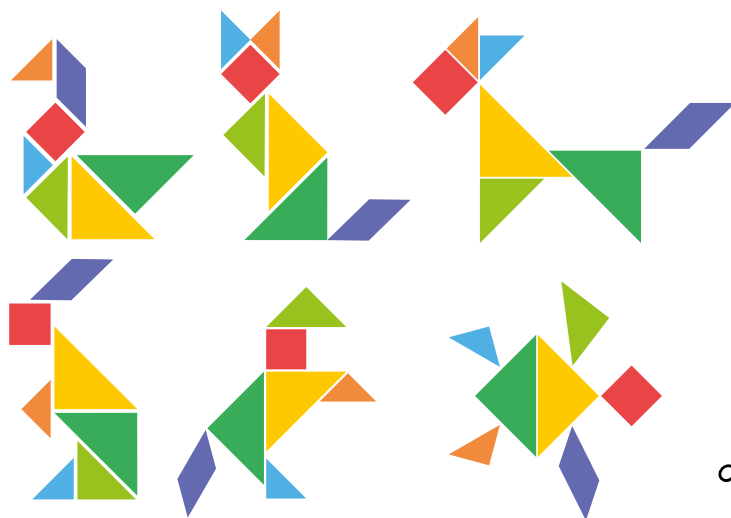


Activities & Inspiration



Tangrams

Tangrams are ancient Chinese puzzles using mathematical shapes. A square is cut into seven smaller shapes, and you must use your problem solving skills to make new shapes. Cut out the template on this page and challenge children to recreate the square, or make the animals below.



Celebrate the Year of the Rooster by sharing breakfast with Cornelius

In anticipation of Chinese New Year, we couldn't resist a giveaway featuring Cornelius, the Corn Flakes rooster, and we've got **12 boxes of Corn Flakes available for 20 clubs**.

To boost your Breakfast Club supplies simply email us at breakfastclubuk@kellogg.com with 'Rooster' in the subject, including your name and school contact details.

The deadline for entries is **Friday 10th February 2017**, and winners will be selected at random.

Add some colour to breakfast time with our magic spoon giveaway

To add something special to your cereal this term, we're giving **200 lucky clubs the opportunity to win 50 spoons**. Not just any spoons – these ones change colour when dipped in milk!

All you have to do is email us at breakfastclubuk@kellogg.com with 'Magic Spoons' in the subject, including your name and school contact details.

The deadline for entries is **Friday 10th February 2017**, and winners will be selected at random.



Magic Spoon and Corn Flakes Giveaway T&Cs

1. The Kellogg's magic spoon and Corn Flakes prize draws are open to all breakfast clubs in the UK who send through their contact details via email.
2. To enter, email breakfastclubuk@kellogg.com with 'Magic Spoons' or 'Rooster' in the subject. No purchase necessary.
3. Entries must be received by **Friday 10th February 2017** and there can only be one entry per school. Multiple entries will not be accepted.
4. There are **50 spoons available for 200 schools**, and **12 boxes of Corn Flakes for 20 schools**. There is no cash or other prize equivalent in whole or in part. The Promoter reserves the right to substitute similar alternatives of equal or greater value.
5. The winners will be selected by an randomly independent adjudicator. The adjudicator's decision is final and no correspondence will be entered into.
6. The winning schools will be notified by email within 7 days of the close of the draw to claim their prize and will be asked to provide contact details. In the event the claim for a prize is not received by the Promoter within 14 days of such notification, the Promoter reserves the right to withdraw the prize entitlement and award the prize to reserve selected at the same time as the original.
7. Prizes will be dispatched within 28 days of confirmation of the winner's details. The Promoter will not be liable for non-delivery of prizes caused by the provision of incorrect information, postal disputes or other caused beyond its control. Prizes which are undelivered or returned to sender will be deemed unwanted and the prize will be lost.
8. The winners may be required to participate in reasonable publicity related to the promotion at no extra compensation over and beyond the award of the prize.

Promoter: Kellogg Marketing and Sales Company (UK) Limited, The Kellogg Building, Talbot Road, Manchester, M16 0PU (company registration number 03237431)