**ATTENTION: PARENTS LOOKING TO FILL THE SCHOOL HOLIDAYS!

KEEP KIDS ACTIVE FOR LESS THIS SUMMER WITH KELLOGG’S FOOTBALL CAMPS – THOUSANDS OF FREE SPACES STILL AVAILABLE\***

*PARENTS CAN SIGN KIDS UP FOR THE FREE SESSIONS UNTIL 24TH JUNE*

**17th June:** With parents starting to think about how to entertain the kids during the school summer break without breaking the bank, Kellogg’s is offering the ideal solution for fun and activity filled days within their local communities – Kellogg’s Football Camps.

In partnership with the EFL, Manchester City, Celtic and Rangers, the camps kick off in July\*\* and run nationwide in 73 locations (within 10 miles of most homes) for 5-15yr olds. Thousands of free spaces for the new camps are now available\*!

Getting involved couldn’t be easier. Parents simply purchase a special promo pack of Kellogg’s cereal in stores across the country to find the redemption code (on-shelves until 24th June),and then sign their kids up for a local session at [www.kelloggsfc.com](http://www.kelloggsfc.com)*\*.*

As the six-week school break creeps up quickly, the fun-filled camps offer an exciting chance for footie-mad kids and those who are yet to step onto a pitch alike, a welcoming environment to stay active.

Recent research commissioned by Kellogg’s highlighted that:

* Almost six in ten (59%) UK parents struggle to entertain their children throughout the school summer holidays[[1]](#footnote-2).
* More than eight in 10 parents (86%) want their child to experience less screen time during the break
* 86% also believe that team sport is hugely important to learn valuable life skills.

So what are you waiting for? All kids can kick off their fun-filled school break this summer at Kellogg’s Football Camps\*.

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**ENDS**

*\*Terms and conditions apply, see promo packs and visit*[*www.kelloggsfc.com*](http://www.kelloggsfc.com)

*\*\*June in Scotland, July across the rest of the UK.*

*18+. GB only. 2,500 camp places released weekly during 01/04/24 – 24/06/24. Purchase promo pack by 24/06/24 and claim by 16/08/24. Kellogg’s Football Camps session times and dates vary club to club. Visit kelloggsfc.com to claim camp space. Max 2 claims per household. Retain receipt. For further T&Cs, see promo packs and visit*[*www.kelloggsfc.com*](http://www.kelloggsfc.com)*. Detail on accessibility to the EFL-led camps:*[*https://www.efltrust.com/3d-flip-book/22126/*](https://www.efltrust.com/3d-flip-book/22126/)*.Exact age ranges differ from each club as outlined on kelloggsfc.com.*

For all media enquiries, contact kelloggs@wcommunications.co.uk

1. *86% of British parents would like their child to experience less screen time over the school summer holidays, and to take part in more outdoor activities during this time. Research conducted early February 2024 by 72Point. 2,000 gen pop (parents of 7-11yr olds in England, Scotland and Wales).* [↑](#footnote-ref-2)