

**From red to rainbow:
Kellogg factories light up in celebration of LGBTQ+ Pride**

Cereal giant, Kellogg, lit up its UK factories in the colours of the rainbow last night to mark the beginning of what is traditionally a season of summer Pride events.

With the postponing of all Prides across the UK due to COVID-19, the business wanted to find a different way to celebrate and recognise its LGBTQ+ colleagues and communities.

Kellogg's factories in both Manchester and Wrexham will be lighting up every evening for the month of June, marking Pride in the absence of the planned celebrations that are no longer taking place. The Manchester based factory will then be lit up again in August when Manchester Pride was due to happen.

The initial idea to light up the factories came from Kellogg's network of LGBTQ + staff and allies who champion inclusion within the business.

Kellogg's VP and head of UK business, Chris Silcock, said: "At Kellogg's we want to create an environment where everyone feels they belong, and we didn't want to let this time pass without doing something to celebrate LGBTQ+ communities and our employees.

"Pride events hold so much significance and importance and, while we know lighting up a factory can never replace a pride celebration, we hope this goes some way to show our solidarity and support during these times of change."

Kellogg has been in the UK since 1922, with a head office and factory in Manchester and another two factories in Wrexham. As well as selling iconic foods like Crunchy Nut and Corn Flakes, the company is committed to making a difference to communities.

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For further information please contact the Kellogg's press office on 0161 869 5293 or pressoffice@kellogg.com