

Kellogg's Football Camps return for a second year with over 30,000 FREE places and exclusive new kit

- Kellogg's Football Camps will kick off at over 70 Clubs nationwide in collaboration with world-class partners, the English Football League, Manchester City, Celtic and Rangers.
- Over 30,000 FREE football camp places are available to families across the country.
- Exclusive new Kellogg's football shirt has been designed and produced in partnership with sportswear brand, PUMA, driving exciting in-store and on-pack activations.



10th April 2025: Kellogg's Football Camps are back for a second year, in partnership with the English Football League (EFL), current Premier League champions, Manchester City, and Scottish powerhouses, Celtic and Rangers.

Kellogg's Football Camps will provide families with more ways to keep their children active over the summer holidays, tapping into Britain's love for the 'beautiful game', and making summer activities more accessible for young football fans across the country.

Parents of children aged 5-15yrs can sign up for a FREE football camp place this summer through a dedicated on-pack promotion. There are over 30,000 places available across over 70 Clubs nationwide.

Kellogg's Football Camps are fun and inclusive sports sessions for both boys and girls, hosted at football clubs ranging from Grimsby to Glasgow, Manchester to Middlesbrough, and Plymouth to Peterborough.

The brand will be supporting its second year of delivering football camps with a series of digital, OOH, on-pack, in-store and PR activity kicking off in April.

FREE exclusive Kellogg's x PUMA football shirt

NEW for year two, Kellogg's has teamed up with sportswear heavyweight, PUMA to unveil an exclusive new football shirt. The shirt features Kellogg's iconic typography and red, green, and yellow Corn Flake box colourways in a striking, dynamic pattern and is the first time Kellogg's has launched a kit as part of its Football Camps programme.

Anyone who signs up and secures one free camp day will have the chance to win a Kellogg's X Puma football shirt for free.

On-pack mechanic and prizes

FREE Camp codes can be found on packs of Kellogg's Rice Krispies, Coco Pops and Corn Flakes from 1 April 2025 until the end of June 2025*, and can be redeemed by scanning the QR code or visiting www.kelloggsfc.com, where consumers will be directed to the brand's new digital platform, Kellogg's Town.

They can also enter a prize draw for a chance to WIN one of four 'ultimate football experiences' with partners the EFL, Manchester City, Celtic and Rangers. These experiences range from match day tickets, meet the squad and manager experiences, training ground tours, signed shirts, footballs and more.

Shoppers of Special K, Crunchy Nut, Nutri Grain Bars, and Rice Krispies Squares will also have the chance to score these top-of-the-table football experiences, as part of a 'win football experiences' on-pack mechanic.

Scoring big in-store

Impactful POS toolkits will also be available for retailers to help drive consideration and purchase of participating packs for both the 'Free camp code' and 'Win Football Experiences' mechanics.

This ranges from free standing displays, fully branded with Kellogg's Football Camps' key visuals, to eye-catching theatre style displays and depot POS, ensuring that retailers can tap into the excitement of this year's programme.

Tesco shoppers will also have the opportunity to win EFL coaching for their school in a 'text to win' mechanic running from 16 April to 13 May, while Sainsbury's shoppers will receive a free, iconic Kellogg's 'FootBowl' when they purchase a promotional pack of Kellogg's cereal. This will be available from 7 May to 27 May across stores nationwide.

There will also be a dedicated 'text to win' mechanic for participating packs with wholesalers, with the chance to win up to £5,000 cash and a signed football shirt.

Chris Silcock, UK Managing Director, Kellogg's said: "We are so excited to kick-off Kellogg's Football Camps again, following an amazing first summer last year. These world-class partnerships help us to make a real difference in communities up and down the country, supporting families to keep their children active over the long summer holidays.

"Kellogg's Football Camps remains a key part of our strategic investment in our iconic cereal brands. For our retail partners, this means unlocking new opportunities as we drive category growth together".

Ben Wright, Chief Commercial Officer at the EFL, said: "The EFL is part of the fabric of the lives of so many football fans throughout England and Wales. Combining this with the strength and

reach of Kellogg's on cereal packs, in stores, via our Club digital channels and Club charity programmes, plus our partners PUMA, the EFL is engaging with families up and down the country.

"With 80 per cent of the population living within 15 miles of an EFL Club, the Kellogg's Football Camps demonstrate the EFL's ability to forge strong connections with families on a nationwide scale."

Jeremy Way - Vice President – Partnerships, City Football Group added: "As a proud partner of Kellogg's, we are once again excited to support the Kellogg's Football Camps to continue getting young people active during the summer holidays. This builds on the success of last year, and the unique opportunity for young fans to play at the City Football Academy in Manchester."

ENDS

*18+, GB only. Purchase a promo pack before 23/06/25 & redeem a camp place by 30/06/25 or purchase a promo pack before 18/08/25 & redeem a camp place by 30/08/25 to enter the shirt draw. 1 of 4000 Kellogg's Puma children's football shirts (between ages 5-14) to be won for claims before 30/06/25, 1 x Kellogg's Puma children's football shirt (age 13/14) to be won for claims before 30/08/25. Max 1 entry p/person.

To claim a camp place for children aged 5-15, scan the on-pack QR code or visit kelloggsfc.com and follow the on-pack instructions. Kellogg's account required. At least 30,000 places will be released throughout GB between 01/04/25 & 23/06/25. Places subject to availability & may be limited geographically. Football Camp dates available throughout July & August 2025 (limited offerings in June & Sept '25). Max 2 claims p/household & 2 places p/child. Retain receipt. See website for full T&Cs, camp locations & availability.