

Kellogg UK becomes official partner to Magic Breakfast



Kellogg has today announced it will be providing free breakfasts to over 48,000 children across the UK, as part of its new partnership with Magic Breakfast for the new school year. As an official partner, Kellogg's school breakfast favourites – including Corn Flakes and Rice Krispies – will be on offer at the charity's 480 partner schools across the country every morning, five days a week.

The business began working with the charity during the COVID-19 pandemic. Kellogg provided over 200,000 boxes of cereal to Magic Breakfast to assist with the work they were doing to support schools remaining open for the children of key workers, allowing them to continue to provide breakfast and to make up food packs to be distributed to the doorsteps of the families who needed them.

No stranger to supporting schools, Kellogg has been running its own Breakfast Club Programme for more than 22 years which has seen it provide over £4 million in training, grants and equipment, enabling schools to provide breakfast to the children who really need it. In addition to the partnership with Magic Breakfast, Kellogg will this year donate half a million pounds to schools in the most disadvantaged areas of the UK to provide breakfast for a further 42,000 children.

Chris Silcock, managing director for Kellogg UK and Ireland, said: "Kellogg has supported school breakfast clubs in the UK since 1998 and we're continuously looking for ways we can do more to ensure all children start their day with the breakfast they need.

"We're in awe of the work Magic Breakfast do and our new partnership with the charity provides a great opportunity for us to extend the support we currently offer, allowing us to help thousands more children."

Alex Cunningham, CEO of Magic Breakfast, said: "Kellogg's support has been vital in the success of our Keeping Breakfast Going campaign and in enabling us to continue providing children at risk of hunger with a healthy breakfast throughout lockdown and the summer holidays. We are excited to be able to continue working together over the course of the upcoming school year, further delivering on our joint commitment to support school breakfasts and tackle child morning hunger. Through the supply of healthy cereals, Magic Breakfast can continue to provide a nutritious breakfast to children, ensuring they have the fuel they need to learn. A very big thank you to

Kellogg.”

All food donated as part of the partnership will meet School Food Standards.

-ENDS-

For more information please contact Kellogg’s Press Office on pressoffice@kellogg.com or call 0161 869 5293

Notes to Editors:

Magic Breakfast is a charity registered with the Charity Commission for England and Wales (registered charity number 1102510)