

Press release – Jan 2022

SCHOOLS ACROSS THE UK COULD WIN £1000 FOR THEIR BREAKFAST CLUB

Schools across the UK could be in with the chance of winning £1,000 for their breakfast club by entering the annual Kellogg's Breakfast Club Awards.

One club from each region of England, as well as one club from Scotland, Wales and Northern Ireland, could be crowned the best breakfast club of the year and bag a cash prize.

This year, as a celebration of the 100th anniversary of Kellogg's in the UK, there will also be an opportunity for an individual to be recognised with a special award for all of the hard work and dedication they put in to make breakfast happen.

Winners will be invited to attend an awards ceremony at the House of Commons, where they will be joined by their local MPs, ministers and members of the Kellogg's breakfast club team.

Entries are now OPEN and will close on 11th February 2022 before being judged by a panel of experts.

Last year's winners include New Park Primary School from the North West and Woolmore School's Breakfast Club from London, who used their winnings on new books, board games and provisions for their clubs.

Kate Prince, corporate social responsibility manager for Kellogg's, said: "The Breakfast Club Awards are a fantastic opportunity to celebrate the wonderful and inspiring work that goes on in schools up and down the country.

"Kellogg's started selling its cereal in Britain 100 years ago and it has supported Breakfast Clubs for 24 of those years. To mark our centenary, we will make the awards an extra special one and are delighted to be able to recognise schools for the hard work and dedication they have put in to keep their pre-school clubs going."

Kellogg's Breakfast Clubs Programme currently supports over 4,000 clubs, investing more than £5million since it started, by providing training, grants and food.

With a third of teachers¹ at schools in areas of high deprivation revealing they have noticed a child at their school was hungry, breakfast clubs provide an opportunity to ensure no child starts the day with an empty tummy.

You can apply for the Breakfast Club Awards [here](#). You find out more about Kellogg's Breakfast Club Awards [here](#).

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For more information, please contact Kellogg's on 0161 869 5500 or pressoffice@kellogg.com

¹Research carried out by YouGov for Kellogg's with 955 teachers in May 2019

What can schools do?

1. If you already have a breakfast club, enter the Kellogg's Breakfast Club Awards to win £1,000 for your club – any club can enter, however they are funded. Enter here:
www.breakfastclubawards.co.uk

2. Join the Kellogg's Breakfast Club Network and receive regular e-newsletters which feature exclusive competitions, activities and practical ideas for running an effective Breakfast Club. To sign up email us at breakfastclubuk@kellogg.com and reference NETWORK in the subject.

3. Categories include:

- Northern Ireland
- Scotland
- Wales
- North East England
- North West England
- East of England
- London
- East Midlands
- West Midlands
- South East England
- South West England
- Yorkshire & Humber