

SCHOOLS ACROSS THE UK OFFERED BREAKFAST CLUB CASH BOOST

School breakfast clubs across the UK could get their hands on a £1,000 cash windfall to help support their vital work.

The grant, available from cereal giant Kellogg's, can be used by schools to invest in any aspect of their breakfast clubs, from equipment and food to learning materials.

Breakfast clubs are critical for many schools, with research by the cereal giant finding that 60 per cent of teachers think they help children settle before class¹.

With a third (27%)² of teachers revealing they bring food into school in case they notice a pupil who's not eaten, breakfast clubs provide an opportunity to ensure no child starts the day with an empty tummy.

Kellogg's started selling its cereal in Britain 100 years ago and it has supported Breakfast Clubs for 24 of those years. To mark their centenary year, Kellogg's wants to recognise and reward schools for the hard work and dedication they put into their Breakfast clubs.

Chris Silcock, managing director for Kellogg's UK and Ireland, said: "Kellogg's has supported breakfast clubs in the UK since 1998 and we are delighted to be able to support schools once again through our grants programme.

"We are proud to have established thousands of breakfast clubs up and down the country that contribute vastly to improving children's school attendance and attainment as well as alleviating hunger in some cases. It's not just the children that benefit – it's a lifeline for parents too."

Kellogg's Breakfast Clubs Programme currently supports more than 5,000 schools, by providing training, grants and food.

Schools can apply by visiting: www.kelloggs.co.uk/breakfastclubgrants

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For more information, please contact the Kellogg's Press Office on PressOffice@kellogg.com or 0161 869 5293

Notes to Editor

¹All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1001 primary and secondary school teachers in the UK. Fieldwork was undertaken between 20th - 29th July 2021. The survey was carried out online. The figures have been weighted and are representative of all primary and secondary school teachers in the UK (aged 18+).

²Kellogg's commissioned YouGov to carry out the research. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1097 primary and secondary teachers in schools across England, Wales, Scotland and Northern Ireland. Fieldwork was undertaken between 8th - 17th February 2021. The survey was carried out online.