

KEEPER ON AISLE 2: BEN FOSTER LEADS EFL LINE-UP IN SUPERMARKET TAKEOVER TO SERVE UP FREE FOOTBALL CAMPS FOR KIDS



- EFL legend and former England goalkeeper [Ben Foster](#) dusted off his gloves and surprised families in a local Tesco, joined by EFL star players [David McGoldrick](#) (Barnsley FC) and [Will Sutton](#) (Oldham) to turn a routine supermarket trip into an unexpected football experience.
- For the third year running, Kellogg's is offering over **39,000 FREE spots at 73 football clubs** nationwide***, in partnership with the English Football League, Manchester City FC, Celtic FC and Rangers FC.
- Parents keen to grab a spot simply need to buy a promotional pack of Kellogg's cereal and use the on-pack QR code to sign up at www.kelloggsfc.com.

[THURSDAY, 14TH MAY 2026] - This week, families got more than they bargained for during their weekly shop, as former England goalkeeper **Ben Foster** dusted off his gloves and took up position - not between the posts, but in the supermarket aisle.

Joined by Barnsley striker **David McGoldrick** and Oldham defender **Will Sutton**, Foster led an unexpected in-store football line-up, surprising families and turning a routine grocery run into a football-filled experience. Together, the players – *including Foster, a familiar face across EFL clubs such as Watford, West Bromwich Albion and Birmingham City* – were on hand to remind shoppers that **Kellogg's Football Camps** are back for the summer, with thousands of FREE places still up for grabs nationwide.*

From stepping in at the checkout to pulling off keepie-uppies in the cereal aisle and handing out cereal boxes, the players brought football fever to every corner of the store. The fun didn't stop there, with young shoppers even stepping up to take penalties against Foster himself – giving them a taste of what's in store at Kellogg's Football Camps this summer.

Designed to support families during the school holidays, the camps give girls and boys aged 5–15 the chance to get active, build confidence and make new friends in sessions led by FA-qualified coaches – while offering parents some extra support during the busiest weeks of summer.



Getting involved couldn't be easier. Parents simply need to buy a promotional pack of Kellogg's cereal while they shop, scan the on-pack QR code, and sign up for one of over **39,000 FREE** football camp places available nationwide - spanning everywhere from Doncaster and Swansea to London and Glasgow.

The surprise supermarket takeover comes as new research from Kellogg's highlights the reality facing families over the summer break, with **58%** of parents saying they take their children on supermarket trips throughout the holidays, often struggling to keep them entertained (**42%**). The camps are available across **73** locations with the aim that they are accessible to most families in the UK.

The research also highlights the wider pressures parents face during the school holidays, with **50%** saying they feel stressed at the thought of the summer 'juggle', while finding affordable activities (**40%**) and balancing work and childcare (**34%**) rank among the biggest challenges. Encouragingly, **45%** of parents say making friends and supporting mental wellbeing are key reasons for getting their children involved in sport - alongside reducing screen time (**47%**) - highlighting the value of accessible activities like football camps.

Ben Foster said: *"Taking something as everyday as the weekly shop and turning it into some football fun for families has been brilliant. I remember going to the supermarket with my parents when I was younger, and wishing I was out playing instead, so it's great to show shoppers that they can stock up their cupboards and keep their kids active at the same time . Kellogg's Football Camps gives kids the chance to learn new skills and make new friends - all whilst giving parents a helping hand over the busy summer holidays!"*

Dean O'Brien, UK General Manager, Kellogg's said: *"We know the summer holidays can be a real juggle for families, so we're proud to bring Kellogg's Football Camps back for a third year in a row. With over 39,000 free places available, it's never been easier to get involved. Parents can simply pick up a promotional pack of Kellogg's cereal during their weekly shop and turn it into a summer of football for their kids."*

For a free place, parents can sign up by purchasing a participating Kellogg's cereal box and scanning the on-pack QR code or visiting www.kelloggsfc.com.

ENDS

Notes to Editor

For more information, please contact kelloggs@wearetheromans.com

*Survey of 1,500 British parents conducted by OnePoll, March 2026.

****Clubs involved**

- Accrington Stanley FC
- Barnsley FC



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- Barnett FC
- Barrow AFC
- Birmingham City FC
- Blackburn Rovers FC
- Bolton Wanderers FC
- Blackpool FC
- Bradford City AFC
- Bristol City FC
- Bromley FC
- Bristol Rovers FC
- Burton Albion FC
- Cambridge United FC
- Cardiff City FC
- Celtic FC
- Charlton Athletic FC
- Chesterfield FC
- Cheltenham Town FC
- Colchester United FC
- Coventry City FC
- Crawley Town FC
- Crewe Alexandra FC
- Derby County FC
- Doncaster Rovers FC
- Exeter City FC
- Fleetwood Town FC
- Gillingham FC
- Grimsby Town FC
- Harrogate Town AFC
- Huddersfield Town AFC
- Hull City AFC
- Ipswich Town
- Leicester City
- Leyton Orient FC
- Lincoln City FC
- Luton Town FC
- Mansfield Town FC
- Manchester City
- Middlesbrough FC
- Millwall FC
- Milton Keynes Dons FC
- Norwich City FC
- Notts County FC



- Newport County AFC
- Northampton Town FC
- Oldham Athletic
- Oxford United FC
- Peterborough United FC
- Plymouth Argyle FC
- Preston North End FC
- Portsmouth FC
- Port Vale FC
- Queens Park Rangers FC
- Reading FC
- Rangers FC
- Rotherham United FC
- Salford City FC
- Shrewsbury Town FC
- Sheffield United FC
- Sheffield Wednesday FC
- Stevenage FC
- Stoke City FC
- Stockport County FC
- Swansea City AFC
- Swindon Town FC
- Tranmere Rovers FC
- Walsall FC
- Watford FC
- West Bromwich Albion FC
- Wigan Athletic FC
- AFC Wimbledon
- Wycombe Wanderers FC

Terms and conditions:

Football camps: *18+, GB only. Purchase a promotional pack & claim your free day (5 free days for Celtic only) at an available Football Camp for your child aged 7 – 14 (with limited clubs offering places for children aged 5 – 15) between either 01/04/26 – 14/05/26 (“Promo Period 1”) or 15/05/26 – 27/08/26 (“Promo Period 2”). Redeem your free day (5 free days for Celtic only) by 21/05/26 for Promo Period 1 & 01/09/26 for Promo Period 2.

To claim, scan the QR code or visit kelloggsfc.com & register/sign into your Kellogg’s account, enter the last 4 digits of the barcode & your postcode to view available camp places & request your code. Codes for valid claims will be issued within 48 hours. Claims for Selected Clubs must be completed by the claim dates stated above or the place will be forfeited & reallocated in Promo Period 2. At least 27,500 places will be available throughout GB across Promo Period 1.



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Weekly release of 570 codes across 10 selected Clubs in Promo Period 1 only, for all other Clubs, all codes will be released on 01/04/26. Both weekly places for selected clubs in Promo Period 1 & number of places available in Promo Period 2 are subject to availability. Promo Period 2 will only include unused or unclaimed codes from Promo Period 1. Offer only available whilst places last & may be limited geographically depending on Club location & availability. Football Camp dates available throughout July & August 2026, with limited Clubs offering dates in June & September 2026. Max 2 claims per household & max 2 camp places per child. Offer does not include travel & other expenses.

Selected Clubs include (may be subject to change): Barnsley FC, Birmingham City FC, Bolton Wanderers FC, Cardiff City FC, Celtic FC, Middlesbrough FC, Oldham Athletic, Portsmouth FC, Rangers FC, Swansea City AFC & Watford FC.