

## **Kellogg's donate food to fill the holiday gap in Manchester**

The Kellogg's factory in Old Trafford is donating one million servings of food to FareShare to help families in Greater Manchester who are struggling financially over the summer holidays.

Boxes of Kellogg's cereal and cereal bars will be donated to the food charity and redistributed to over 100 frontline community groups across the city region. The cereal will feed children who would usually rely on school breakfast clubs and free school meals during term time.

Miranda Kaunang, Head of Development at FareShare, said: "The extension of the Free School Meal voucher scheme is very important but there are still barriers for families that are digitally excluded, and neighbourhoods with no food retailers registered to accept the national vouchers."

"This significant donation of food from Kellogg's will help us reach the growing number of families who are struggling with food insecurity this summer."

Kellogg's is also supporting the charity Young Manchester to help fund playschemes at 14 locations in the city, as many children experience a holiday experience gap.

Imogen Gregg-Auriac, Head of Partnerships at Young Manchester said: "Young Manchester strives to improve the life chances of children and young people across the city and playschemes are one way for children to make new friends, stay active and access healthy food during the school holidays."

The cereal company has supported school breakfast clubs for the past 22 years and extended their support to holiday projects in Manchester over the last six years.

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For further information please contact the Kellogg's press office on 0161 869 5293 or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)