

## **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.

Kellogg's is this year celebrating 25 years of supporting breakfast clubs. To mark the occasion, there will be an additional award to recognise a Breakfast Club Hero – someone who goes above and beyond to make their breakfast club happen.

The event, held in the House of Commons, provides an opportunity for Kellogg's to celebrate the inspiring work that goes on in schools up and down the country. Latest research<sup>1</sup> from the business found nearly four in 10 teachers in the UK claim to see children coming to school hungry every day, with 72 per cent believing the number of children attending breakfast clubs has risen.

The study found that 55 per cent of parents polled across the UK said their children are eating more frequently at a breakfast club than a year ago. For 19 per cent of parents, breakfast clubs provide an opportunity to save money on childcare in the morning.

To meet this need, Kellogg's will be increasing the size of its Breakfast Club Programme across the UK by increasing the number of schools supported by another 50%.

**Heather Murphy, corporate social responsibility manager for Kellogg's, said:** "We've been supporting breakfast clubs for 25 years and our awards provide us with an opportunity to celebrate the schools and teachers that make the clubs happen.

"Our recent research shows how in demand breakfast clubs really are and I'd encourage all schools to apply for the awards, to be in with the chance of receiving additional funding for their pre-school club."

Entries are now OPEN and will close on 17<sup>th</sup> March 2023 before being judged by a panel of experts.

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

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

-ENDS-

For more information, please contact Kellogg's on 0161 869 5500 or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)

<sup>1</sup>The research was carried out by Spark Market Research between 12th January and 1st February.

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](http://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](mailto: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
- Breakfast Club Hero