

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

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

One club from each region of the 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. Winners will also be invited to attend an awards ceremony at the prestigious Houses of Parliament.

From inspiring volunteers to themed breakfast days and creating kitchen gardens for the school canteen, each and every element of breakfast clubs will be celebrated at the awards.

Entries are open from **Monday 4th July to Friday 4th October** and will be judged by a panel of experts.

Last year's winner from Northern Ireland, Edenderry Primary School, spent their money on different food options they couldn't usually afford as well as new resources like games and books. Llantwit Major Comprehensive Primary School also bought new supplies including stationary and clothing for pupils who couldn't afford them.

Molehill Primary Academy in the South East spent their winnings on sustaining the low cost provision and enabling the club to reinstate a cooked breakfast by supporting the training of existing staff members.

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 has supported breakfast clubs for 21 years because we believe that every child deserves the best start to their day. Clubs offer so many benefits for the school such as improved attendance and behaviour in the classroom. The children love them too as they get a chance to wake up in a fun way before lessons begin."

The Kellogg's Breakfast Club Awards are just one part of Kellogg's support for school breakfast clubs. This year the cereal company announced that in 2019 it is doubling the funding for breakfast clubs in communities that need it the most and will donate a minimum of £600,000 to schools across the UK.

To find out more and to enter the Breakfast Club Awards, visit:

www.breakfastclubawards.co.uk

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

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 and a trip to Parliament – 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