

Press Release – 2nd September

‘Pop, Share, Chat’:
Pringles announces Movember partnership

Pringles has today announced a year-long partnership with leading men’s health charity, Movember, to support with the innovative work it does to encourage men to talk about their mental health.

The alliance, kicking off this month (September), is the first time Pringles has supported a charitable cause in the UK. Commencing with an in-store activation in Tesco, the campaign is positioned around the message ‘Pop, Share, Chat’ and focuses on the way that every can of Pringles can help to start a conversation.

The launch activation, consisting of branded point of sale, aisle fins and six sheets, will be rolled out to over 800 Tesco stores UK-wide from 9th September and will be supported by a campaign across Pringles’ social media platforms.

With the Pringles brand ethos centring around socialising, sharing and coming together – whether virtually or physically – and Movember’s work to drive more open conversations around mental health, the brand and charity have partnered over the shared goal of getting people talking. The ‘Pop, Share, Chat’ creative encompasses the fun of the Pringles brand, whilst encouraging open and honest conversations on mental health.

Rebecca Worthington, Pringles UK Activation Brand Lead, said: “Movember is an incredible cause and the work it does to support men all over the world is second to none. We’re very excited to work with them as Pringles’ first charity partner and are looking forward to doing our part in driving important conversations around people’s mental health.”

Anne-Cecile Berthier, Country Director - UK and Europe at Movember, said: “Movember is delighted to have partnered with Pringles for the first time. Pringles are working with Movember to encourage conversations and get people talking about their mental health. We are excited that Pringles and their moustachioed mascot are helping us to spread this important message.”

-ENDS-

For more information please contact Kellogg’s Press Office on pressoffice@kellogg.com or call 0161 869 5293

Notes to editors:

A minimum of £75,000 will be donated to Movember Europe, a registered charity (No. 1137948 (England & Wales) and SC041981 (Scotland)) as a result of this promotion. This money is helping to fund some of Movember’s innovative work in mental health like their Movember Conversations tool.

About Movember

Movember is the leading charity changing the face of men’s health on a global scale. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing

their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health.

To donate or learn more, please visit movember.com