



## **Kellogg Company/Feeding America Partnership FACT SHEET**

Recent reports show that one in eight Americans is struggling with hunger, and food banks across the country are challenged to keep up with rising demand. Food bank network agencies are seeing an average increase of 30 percent in the need for food assistance.

With more than 36 million Americans – including 12 million children – facing hunger, Kellogg has launched a multi-phased campaign to increase awareness and raise funds to fight the growing hunger epidemic in this country.

### **Phase One: Kellogg Donates an Entire Day's Worth of Cereal Production to Feeding America**

- In April, Kellogg announced that it is donating an entire day's worth of cereal production to Feeding America, the nation's leading hunger relief organization.
  - The donation of 3.5 million pounds of cereal is worth approximately \$10 million and amounts to more than 55 million cereal servings.
  - The donation will fill approximately 190 trucks that will deliver cereal to food banks across the country.
  - Cereals to be donated include *Kellogg's Special K*, *Rice Krispies*, *Frosted Mini-Wheats*, *Kellogg's Raisin Bran* and *Crispix*.

### **Phase Two: Employees Join in the Fight Against Hunger**

- Kellogg employees in the U.S. can make a difference in the fight against hunger by participating in food drives. Thirty-four locations will be hosting food drives the week of June 15 to support this initiative.

### **Phase Three: Kellogg Incentivizes Consumers to Donate to Feeding America**

- In addition to providing an entire day's worth of cereal production to Feeding America, the company is encouraging consumers to help. Kellogg is partnering with Samantha Harris – host of CBS' "The Insider" – to announce a special program that makes it easier for consumers to help feed those in need.
- Starting June 17, consumers can visit [www.kelloggs.com/feedingamerica](http://www.kelloggs.com/feedingamerica) and make a donation to Feeding America. Those making a donation of \$5 or more will receive *Kellogg's* cereal coupons worth a total of \$5.
  - The online donation program will run for three months or until we reach our goal of \$1 million in total consumer donations and distribute coupons to 200,000 consumers.
- The goal of the program is to offer much-needed support to food banks nationwide and take the burden off American families by cutting the costs of their grocery bills.

#### **Phase Four: Online Video Engages Consumers Through Social Media**

- Kellogg is announcing a unique partnership with Katalyst Media – Ashton Kutcher’s film, television and new media production company. The partnership will raise awareness of the growing hunger epidemic in the United States and encourage consumers to donate to Feeding America at [www.facebook.com/kelloggcares](http://www.facebook.com/kelloggcares).
- As part of the partnership, Kellogg and Katalyst will spotlight the issue of hunger through a new online video, directed by Demi Moore.
  - The goal of the video is to reach Americans through social media channels and encourage them to work together to help replenish food banks and feed the hungry by making donations to Feeding America.
- The video features user-generated content submitted by consumers moved to end hunger following requests that Kutcher posted on his Twitter feed and Facebook page.
- In addition to being available on Facebook, the video will be distributed through a number of other social media channels to increase awareness of hunger and encourage donations.

#### **Kellogg’s Longstanding Commitment to Fighting Hunger**

- Kellogg has been a committed donor to Feeding America since the organization was founded. Over the past 10 years, we have donated more than 224 million pounds of food to Feeding America.
- Kellogg has contributed more than \$40 million in cash and \$120 million in product to various charitable organizations around the world over the last five years.
- For more information on Kellogg Company's Corporate Responsibility efforts, please visit [www.kelloggcompany.com/CR](http://www.kelloggcompany.com/CR).

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