



Kellogg Company/Feeding America Partnership FACT SHEET

Americans Feel the Pinch

- 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.
- More than 36 million Americans don't have enough food to go around at mealtime. That number includes 12 million children.

Kellogg Fights Hunger One Box of Cereal at a Time

- With so many feeling the pinch, it's important for people to lend their support. That's why Kellogg is making a commitment to help American families and encouraging others to do the same.
- 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 popular brands such as *Kellogg's Rice Krispies*, *Special K*, *Frosted Mini-Wheats*, *Kellogg's Raisin Bran*, and *Crispix*.
- Additionally, 34 Kellogg locations will be hosting food drives the week of June 15 to support this initiative.

Consumers Can Join the Fight

- 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 – correspondent and fill-in anchor 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 and make a donation to Feeding America. For consumer donations of \$5 or more, Kellogg will reward them with *Kellogg's* cereal coupons worth a total of \$5.
 - The consumer 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.

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Food Banks Express their Appreciation

After Kellogg announced the donation of a day's worth of cereal production, the Company received positive responses from numerous food bank executives across the country.

- *“An extraordinary amount of pride is gushing from folks...I speak to about this first time action being taken by a Michigan company, especially given the sorry state of the state.”* – Bob Randels, Food Bank of South Central Michigan
- *“We have talked for years about just such a program and have hoped and prayed that a very significant and well-respected company like Kellogg would one day set the example.”* – Bill Bolling, Atlanta Community Food Bank
- *“This comes at such a critical time with demand for food at historic highs throughout our service area.”* – Rodney Bivens, Oklahoma City food bank leader
- *“So how much impact will a day's production have? I have no words to describe it. ‘Huge’ only begins to hint at how many households it will bless and how much relief it will provide.”* – John Arnold, Northern Michigan food bank leader

Kellogg Longstanding Commitment to Fighting Hunger

- Kellogg Company has been a committed donor to Feeding America since the organization was founded. Over the past 10 years, Kellogg has 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.

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