



PRESS RELEASE

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LOCAL SCHOOL RECEIVES BREAKFAST CLUB BOOST FROM CEREAL MAKER

Rainbow Primary School received a £400 grant from cereal maker Kellogg's today after completing an innovative online breakfast club training programme which has been developed by Northumbria University.

The online course provides information on the benefits of breakfast clubs and healthy eating as well as offering helpful advice on planning, funding and marketing the club.

Andrea Symonds - Principal said: "The funding is fantastic but the handy tips we picked up through the training course were priceless. We are looking forward to using the grant money to subsidise breakfasts for the children as well as buying some new crockery and play equipment for the club.

"It's so encouraging to see companies like Kellogg's supporting breakfast clubs like ours as it means we can carry on delivering the same excellent service to our children and their families."

Kellogg's has been supporting breakfast clubs for 16 years and has set up more than 1000 new clubs in some of the most deprived areas of the UK.

Earlier this year, Kellogg's commissioned a national audit of school breakfast clubs across the UK which examined the challenges schools face in sustaining them.

The findings revealed 85 per cent of schools had a breakfast club and 45 percent of these admitted funding was the single biggest need for the future of their breakfast club.

This is why Kellogg's is offering sustainability packages of training and funding to schools nationwide to help safeguard the longevity of their breakfast clubs.

Kate Prince, Corporate Social Responsibility manager, at Kellogg's, said "We're really proud of what we have achieved through our breakfast club programme and are always looking for ways to offer schools more support.

"After sixteen years of setting up breakfast clubs, we've decided to focus on our support on existing clubs like **Rainbow Primary School** which is why we have developed this training programme to give staff the skills they need to make their breakfast clubs as sustainable as possible to ensure a long and prosperous future."

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