

Marketing assignment

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**ASSIGN
BUSTER**

Today, that history of giving something back lives on at Kellogg - through our program supporting breakfast clubs in Britain and Africa and food banks. And in 2013 we pledge to do more, by giving away 15 million servings of breakfast and snacks to those in food poverty in the K.

BREAKFAST CLUBS IN THE UK Since 1998, Kellogg has helped set up more than a 1,000 breakfast clubs. Today, these clubs serve around two million breakfasts each year to children who need them the most. What is a breakfast club?

A breakfast club is a safe, friendly, relaxed place where children can enjoy breakfast with their teachers and classmates before school. It's the perfect place to start the day so children get a great start for the day ahead.

Breakfast clubs are proven to help improve children's behavior, punctuality and attendance rates at school. How Kellogg helps For more than a decade, Kellogg has helped schools start a new breakfast club and supported those breakfast clubs which already exist.

From Belfast to Norwich and Aberdeen to Plymouth, we've set up more than 1,000 breakfast clubs across the UK so far You'll find our clubs in state funded schools in the most deprived parts of the UK We're the breakfast club experts - we've been working with schools for a long-time so we know, first hand, what it takes to set up and run a breakfast club How we can help you If you're thinking of setting up a breakfast club, or want support with your existing breakfast club, then Kellogg can help.

For new breakfast clubs - we offer a cash grant and a training workshop to help you kick-off your club For schools with an existing breakfast club - we

offer a cash grant and other support to help your club continue to be a success 1 OFF Since 2010, Kellogg has been working with charity Seeds for Africa to set up breakfast clubs in Malawi and Uganda.