



Minister for Social Protection, Joan Burton T.D., launches 'A Good Practice Guide for Breakfast Clubs' for Schools and Community Groups

Healthy Food for All and the Kellogg Company of Ireland announces a Breakfast Club pilot programme in North Dublin

The Minister for Social Protection Joan Burton TD., attended at Rutland National School in Dublin today to launch '**A Good Practice Guide for Breakfast Clubs**' which has been developed by Healthy Food for All and funded by the Kellogg Corporate Citizenship Fund and the Kellogg Company of Ireland.

Speaking at the launch of '**A Good Practice Guide for Breakfast Clubs**', Sinéad Keenan, Project Coordinator, Healthy Food for All said: "While we know there are children going to school hungry, we also know that 1 in 4 nine year olds in Ireland are overweight or obese (Growing Up in Ireland 2011). We need to help schools to create healthy and supportive environments which foster the development of healthy eating behaviours from a young age. Research has shown that breakfast clubs have a positive impact on attendance rates, punctuality, educational attainment and on overall health. There are over 500 breakfast clubs operating within Irish schools and community groups and there is the potential for much more. This Guide will act as a practical resource for those who may be considering starting up their own club by helping them access the supports which are currently available."

Managing Director, Kellogg Company of Ireland, Jim McNeill added: "Kellogg's has a strong track record in supporting families through our work with breakfast clubs across Europe and in the US. The publication of this resource will help to support breakfast clubs operating here and will hopefully encourage the development of some new clubs. Teachers tell us that breakfast clubs improve children's behaviour and attendance rates at school which leads to better relationships between teachers and children."

Kellogg's also announced today that the company is working with Healthy Food for All to fund a pilot programme which will support the establishment of four new breakfast clubs in North Dublin. The programme will be open to primary schools in the area, applicant schools will be assessed by Healthy Food for All in October, 2012 with funding in place for schools to start serving breakfasts in January 2013. Healthy Food for All will monitor and evaluate the success of these clubs over a two year period.

The Kellogg Company employs over 250 people in North Dublin, at its Irish business in Santry and at its European headquarters in Swords. “Many of our employees live, work and send their kids to schools in North County Dublin so we feel this is the right place to launch this pilot programme and to measure its impact. We know that many schools have funding challenges at present and we hope that this initiative and others which we will announce in the future, will help to support breakfast clubs in Ireland,” added Mr McNeill.

Commenting on the pilot programme, Sinead Keenan, Project Co-ordinator, added: “This is an example of co-operation between the public, profit and non-profit sector. The School Meals Programme is a vital resource for schools addressing food poverty among school-children. This partnership between Healthy Food for All and Kellogg’s adds value to the government funded School Meals Programme. We are delighted to be partnering with Kellogg’s to support the work that is being done by so many volunteers and teachers to ensure that children are getting the right start to their day.”

ENDS.

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Notes to Editors:

Healthy Food for All (HFfA):

Is an all-island initiative seeking to address food poverty by promoting access, availability and affordability of healthy food for low-income groups.

We have three main objectives:

To support community and sectoral initiatives which promote availability of and access to healthy and affordable food for low-income groups, with a focus on community food initiatives and direct food provision, including school meals

To develop an all-island learning network to identify best practice on promoting healthy food for low-income groups and to develop links with similar organisations in the UK and Europe

To promote awareness of food poverty across all aspects of public policy, with a focus on availability, access and affordability of food. .See www.healthyfoodforall.com for more information.

About Kellogg Company

Driven to enrich and delight the world through foods and brands that matter, Kellogg Company (NYSE: K) is the world's leading producer of cereal, second largest producer of cookies and crackers and - through the May 2012 acquisition of the iconic *Pringles*® business - the world's second largest savory snacks company. In addition, Kellogg is a leading producer of frozen foods. Every day, our well-loved brands - produced in 18 countries and marketed in more than 180 countries - nourish families so they can flourish and thrive. With 2011 sales of more than \$13 billion, these brands include *Cheez-It*®, *Coco Pops*®, *Corn Flakes*®, *Eggo*®, *Frosted Flakes*®, *Kashi*®, *Keebler*®, *Kellogg's*®,

Mini-Wheats®, *Pop-Tarts®*, *Pringles®*, *Rice Krispies®*, *Special K®*, and many more. To learn more about Kellogg Company, including our corporate responsibility initiatives and rich heritage, please visit www.kelloggcompany.ie

Rutland National School:

Rutland Street National School (as it was known then) was established in 1910. In December 2008 we moved to a brand new building on Gloucester Street and so we became Rutland National School. Our school is famous for the hugely Give Up Yer Auld Sins recordings in the 1960's. We are a Catholic School but welcome pupils of all faiths and nationalities. We have an enrolment of 130 pupils and the school is growing all the time. The Breakfast Club has always been an important part of school life in Rutland National School. It started in 1995 and is funded by the Department of Social Protection. Breakfast is open to all pupils from 8.30 am to 8.45 am every day. The kitchen is staffed by Community Employment personnel. Children have a choice of cereal, porridge, fruit, juice and toast. They enjoy breakfast in the confines of a bright sunny canteen – a great way to start the day!