



For immediate release

Kellogg Canada Challenges Canadians to Step Up Physical Activity Levels this New Year

Toronto, ON, January 3, 2008 – Put your best foot forward this New Year - literally.

Kellogg Canada is encouraging Canadians to maintain a healthy body weight with a new step counter campaign designed to increase their physical activity levels.

A recent study published in the *Journal of the American Medical Association* shows that wearing a pedometer is associated with significant increases in physical activity and significant decreases in body mass index and blood pressure. Overall, study participants using a pedometer increased physical activity by 27 per cent - or an additional 2,000 steps per day¹.

Beginning this week, 1.1 million step counters will appear in specially marked boxes of Kellogg's *Special K* Original, *Special K* Red Berries, *Special K* Vanilla Almond, *Special K* Chocolatey Delight, and *Special K* Fruit and Yogurt flavour cereals, while quantities last.

“Kellogg Canada is once again making it easier for Canadians to increase their physical activity levels while achieving and maintaining a healthy body weight,” said Christine Lowry, Vice President, Nutrition and Corporate Affairs, Kellogg Canada. “Using a *Special K* step counter to monitor daily steps can be a simple and effective motivator particularly at this time of year.”

To find out more about the *Special K* Challenge, Canadians are invited to visit the new website www.specialkchallenge.ca where they can find tracking tools, tips and articles geared towards helping consumers with their shape management goals.

About the Kellogg's *Special K* Step Counter

The 2008 Kellogg's *Special K* Step Counter tracks steps taken and provides estimates of walking distance and calories burned. Put it on first thing in the morning and wear it until bedtime, making sure it is reset to zero every morning after recording the day's total.

Ideally, the Kellogg's *Special K* step counter should be worn for four days to determine average number of steps taken in a day. Once you have determined the average number of steps you take each day, then simply add 2,000 more steps until you've reached your goal. Set out to reach a daily goal of at least 10,000 steps.

According to Statistics Canada, more than half of all Canadians are overweight and 15 per cent of the adult population is obese. Walking is one of the easiest ways to be more

¹ *The Journal of the American Medical Association*. 2007;298(19):2296-2304

physically active and is associated with significant physical and mental health benefits. Walking is affordable, safe for most people and can be easily integrated into people's daily lives.

The Kellogg's *Special K** Challenge and Step Counter program is being supported with a creative television advertising campaign currently running in English and French Canada, on-pack, in-store as well as online.

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's Two Scoops** Raisin Bran, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes** and *Froot Loops**. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about the importance of a balanced diet and physical activity through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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¹ *The Journal of the American Medical Association*. 2007;298(19):2296-2304