



Kellogg's Encourages Families to Start Their Own Culture Club

Up to \$10 off admission at participating cultural institutions with the Kellogg's Adventure Pass

TORONTO, April 6, 2009 – Kellogg Canada is encouraging families to put a spring in their step and experience the vast selection of cultural institutions that this country has to offer. From the exciting Frank Gehry re-design of the Art Gallery of Ontario, to the extraordinary underwater seascape at the Vancouver Aquarium, to the age-old mysteries unveiled at the Pointe-à-Callière Musée d'archéologie et d'histoire de Montréal, there is something for everyone at the hundreds of cultural institutions across Canada. And, this April the new *Kellogg's Adventure Pass* is making it easier and more affordable than ever for everyone to discover family fun.

In partnership with the Canadian Museums Association (CMA), the *Kellogg's Adventure Pass* provides up to \$10 off admission at more than 500 participating museums, science centres and zoos across Canada to help families that play together to learn together.

“At Kellogg's, we are inspired by families who spend time together and encourage each other to learn and grow,” said Alan Gravely, vice president, marketing, Kellogg Canada Inc. “We are pleased to partner with the Canadian Museums Association on this very special promotion that will support and encourage quality family time and create new and exciting educational opportunities for children and families across Canada.”

While some parents may think their children are too young to appreciate formal art and cultural exhibitions, the great news is that children of all ages can enjoy, learn and be inspired by taking part. By exposing children to various aspects of culture and encouraging their creative inclinations at home, parents are ensuring a life-long appreciation that will be beneficial as they move into adulthood and throughout their lifetime.

“There are a wide array of museums, art galleries, science centres and zoos participating in the *Kellogg’s Adventure Pass* promotion throughout the country,” said John McAvity, Executive Director, Canadian Museums Association. “Each of our CMA member institutions is dedicated to providing outstanding educational programs designed for families of all age levels to enjoy. There is nothing better than seeing a child’s eyes light up upon a new discovery, so we encourage all Canadians to take advantage of this limited-time promotion and make an adventure out of it together.”

The *Kellogg’s Adventure Pass* on-pack offer can be found throughout the month of April on specially marked boxes of Kellogg’s cereals while supplies last, and is valid for use until December 30, 2009. For further details and to find out which CMA member institutions are participating in your community, please visit www.kelloggsadventurepass.ca.

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 nutrition and healthy, active living 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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For further information or to acquire high resolution images, please contact:

Penny Savoie
Kellogg Canada
(905) 290-5270
penny.savoie@kellogg.com

Cathy Mitchell
APEX Public Relations
(416) 924-4442, ext 236
cmitchell@apexpr.com