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Press Release

Source: Kellogg Company

Kellogg Company Joins Partnership for Play Every Day Initiative

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BATTLE CREEK, Mich., Feb. 15 /PRNewswire/ -- Today Kellogg Company joined more than 30 public and private organizations to announce the Partnership for Play Every Day coalition. The coalition brings together the public and private sectors to advance policies, programs and practices that ensure all children and youth engage in at least 60 minutes of physical activity every day.

As a corporate partner, Kellogg is committing a grant to the YMCA of the USA that will allow Y Centers in communities where Kellogg operates to apply for funding for programs or initiatives that would provide additional physical activity opportunities for underserved youth in their area. This builds upon Kellogg's previous commitment of \$1 million in support of the YMCA Activate America program.

"Kellogg is proud to play an active role in the Partnership for Play Every Day." said David Mackay, chief executive officer, Kellogg Company. "While obesity is very complex, we believe the notion of balance - or 'calories in, calories out' - must remain the central tenet of any long-term solution to global obesity and weight management. This initiative represents another step forward in our ongoing efforts to help children and their families successfully manage both sides of the equation."

Some of the other organizations in the collaboration include YMCA of the USA, National Recreation and Park Association, Action for Healthy Kids, National Association for Sport and Physical Education, President's Council on Physical Fitness and Sports and Stanford University.

The commitment Kellogg announced is part of the company's larger, ongoing health and nutrition efforts. For example, Kellogg offers product innovations to meet consumer health needs such as digestive health, heart health and shape management. The company also provides consumers with a wide variety of choices, including low fat, low salt, reduced calorie, reduced sugar, nutrient enriched and portion control options. And Kellogg has reduced or removed trans fatty acids from most of its products.

Kellogg actively funds and partners with organizations, health agencies and governments to communicate the importance of a balanced diet and physical activity. In the area of child health, the company has provided nearly 16 million pedometers to children and invested in nutrition education and kids' fitness programs. Kellogg has also supported numerous community efforts including sponsorships of local walks, runs and the Corporate Cup Challenge. And Kellogg's Frosted Flakes has a national partnership with Girls on the Run and the Junior Olympics Skills Competition.

Kellogg has also developed its own programs to support healthy lifestyles including: Healthy Beginnings, offering complimentary health screenings and educational tips and tools for consumers; and the Kellogg's Frosted Flakes Earn Your Stripes program, working with star athletes to encourage children to get physically fit, eat right and work hard.

Finally, Kellogg is committed to the health and wellness of its employees with the Feeling Gr-r-reat program. This initiative offers a range of programs that promote health and wellness activities for employees, including health screenings and a fitness team competition.

For more information on Kellogg's health and nutrition efforts please visit www.kelloggnutrition.com.

With 2006 sales of almost \$11 billion, Kellogg Company (NYSE: [K](#) - [News](#)) is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit snacks, frozen waffles, and veggie foods. The company's brands include Kellogg's, Keebler, Pop-Tarts, Eggo, Cheez-It, Nutri-Grain, Special K, Rice Krispies, Murray, Austin, Morningstar Farms, Famous Amos, Carr's, Plantation, Ready Crust and Kashi. Kellogg products are manufactured in 17 countries and marketed in more than 180 countries around the world. For more information, visit the company's website at www.kelloggcompany.com

Source: Kellogg Company

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