CHILDREN at Warwick Central State School will now be getting a great start to their school day thanks to the national Kellogg’s Breakfast Buddies program.

The program will see Kellogg’s provide free cereal including Corn Flakes, Rice Bubbles and Sultana Bran to students at Warwick Central State School as part of its daily breakfast club.

The Breakfast Buddies program is one of Kellogg Australia’s core initiatives providing support to Kellogg’s global Breakfasts for Better Days campaign, a commitment to donate half-a-billion breakfasts to aid global hunger relief by 2016.

As well as Breakfast Buddies, Kellogg Australia also now aids hunger relief through donations to Food Bank Australia and OzHarvest.

School principal Christine Dolley said: “Breakfast is the most important meal of the day and missing it can affect a student’s mental and physical development.

“We are thrilled to be part of this fantastic initiative, and thanks to Kellogg’s our school community has the opportunity to offer students a head start to the day with a healthy breakfast,” she said.

Research has revealed the startling fact that nearly half a million Aussie kids (420,000) are heading off to school on an empty stomach, and it could be taking a serious toll on their grades.

Kellogg’s Nutritionist Gina Levy said: “Everyone deserves to have access to this basic and important meal, which is why the Breakfasts for Better Days campaign is aimed at providing breakfast to children and families that need it most.

“Our Breakfast Buddies program in Australia will be key in reaching our global donation goal, and will also ensure the kids who are regularly skipping breakfast have the opportunity to start the day right,” Gina said.

Since 2007, Kellogg’s Breakfast Buddies program has donated more than three million breakfasts to schools, sporting clubs, community groups and childcare facilities, as well as to outback, indigenous and disadvantaged communities, to ensure that kids that wouldn’t normally have the opportunity to enjoy breakfast are receiving the essential nutrients they need to set them up for the day.

Do you know how Kellogg’s Breakfast Buddies could help your school or community group? If so, sign up by filling out the application form on the Kellogg’s website at www.kellogg.com.au or by contacting the Kellogg’s Consumer Contact Centre on 1800 000 474.

For more information about Breakfasts for Better Days, visit www.kelloggcompany.com