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Contact:

KASHI PARTNERS WITH HEALTHCORPS TO BRING INVOLVEMENT TO MADISON AREA

MADISON, Wis. – Today Kellogg Company announces Kashi's increased collaboration with HealthCorps, a non-profit organization encouraging students to make healthier life choices. Representatives from Kashi are gathered with the Madison community to publicize the involvement of HealthCorps in Madison's Metropolitan School District (MMSD).

According to _____, VP of Community Relations for Kashi, this partnership brings the first HealthCorps program to Wisconsin.

"We're extremely excited about the opportunity to bring health education to the Madison community through HealthCorps," Strasser said. "Obesity increases children's risk for a plethora of problems, including depression and low self-esteem. Kashi wants to drastically reduce childhood obesity and knows this partnership is the way to do so."

Kashi values healthy living and encourages people to pursue a healthy lifestyle. As a company that stresses wholesome ingredients and natural foods, Kashi is concerned about the growing rate of obesity in America. By focusing on wellness education efforts in schools, Kashi hopes to prevent obesity before it even begins.

According to MMSD Superintendent Brian Cooper, this partnership makes students' health the first priority in efforts to fight childhood obesity.

Kashi's partnership with HealthCorps centers on two programs – Living Labs and HealthCorps University. The Living Labs program places a HealthCorps coordinator inside a less-than-optimal high school to teach wellness-related courses. HealthCorps University trains educators to bring HealthCorps curriculum into their communities and schools.

Kellogg's will devote \$1 million to sponsor public service announcements for HealthCorps and donate \$150,000 to HealthCorps in support of their Living Labs and HealthCorps University programs.

For more information, visit www.kashi.com or <https://www.healthcorps.org>.

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