

Press release from Kelloggs:

Haileybury Turnford crowned best breakfast club in the East of England

A Cheshunt school has been crowned the best club in the East of England in the annual Kellogg's Breakfast Club Awards.

Haileybury Turnford was voted by a panel of judges as the best breakfast club in the East of England.

The school has received a cash prize of £1,000 to spend on its breakfast club, as well as a special party pack for the children to celebrate in the coming months.

The Kellogg's panel of judges selected winners based on the inspiring individuals and activities that transform the mornings of children across the UK and with so many amazing stories submitted, the competition was tough. Haileybury Turnford's commitment to ensure every child has breakfast to start their day and their ability to adapt to regulations during the pandemic impressed the panel.

During the first national lockdown, the breakfast club stayed open to provide for vulnerable students. Haileybury Turnford ensured school counsellors were on hand each day to meet the needs of students and purchased extra food on top of the government voucher scheme to deliver to home to families.

Haileybury Turnford's Principal, Robin Newman said: "Haileybury Turnford is delighted to be awarded the best breakfast club in the East of England. It provides such important provision for our students – it provides an opportunity to connect them to their school community at the start of the day and sets them up for their day's learning ahead of them. We are thrilled!"

To adapt to regulations, the club has provided each of their year group zones with a Kellogg's Breakfast Bag. The Breakfast Bag allows students to help themselves to food in the morning and return at any point in the day. This has been vital to ensure children have the support they need.

Haileybury Turnford will spend its winnings on keeping their Kellogg's Breakfast Bag initiative going in 2021.

Chris Silcock, VP and chief of Kellogg's UK & Ireland, said: "I have had the opportunity to see the amazing work breakfast clubs do first hand. The pandemic has proven that now, more than ever, breakfast clubs are vital for so many families. They support working parents, offer a sense of normality when it is needed most and provide the essential fuel children need to learn.

"The Kellogg's Breakfast Club awards provide a fantastic opportunity to celebrate the incredible and vital difference these clubs make across the UK. "

This year, Kellogg's is donating more money to support breakfast clubs than ever before. Along with their grants programmes which will provide funding for a minimum of 500 schools, Kellogg's is pledging more investment - in cereal and money - to help Magic Breakfast to support 167,000 children every morning.

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For more information, please contact Kellogg's on pressoffice@kellogg.com

What can schools do?

1. Kellogg's offers grants of £1,000 to breakfast clubs. Schools can apply here: https://www.kelloggs.co.uk/en_GB/our-story/feeding-people-in-need/support-for-school-breakfast-clubs/grants-for-schools.html
2. School breakfast clubs can access food donations from the food charity FareShare (eligibility pending). Kellogg's and other food companies provide surplus food to them so it's worth checking whether there's a depot in your area by visiting www.fareshare.org.uk/contact-us/fareshare-depots/
3. Join the Kellogg's Breakfast Club Network and receive regular e-newsletters which feature exclusive competitions, activities and practical ideas for running an effective Breakfast Club. To sign up email us at breakfastclubuk@kellogg.com and reference NETWORK in the subject.