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BATTLE OF THE HOLIDAY BULGE

Survey suggests Canadian women could use a helping hand to make New Year's resolutions stick

MISSISSAUGA, ON, December 17, 2009 – As the clock strikes midnight and the last verse of Auld Lang Syne fills the room, many Canadian women will engage in the age old tradition of making New Year's resolutions. For many, this means resolving to get healthy and manage their weight, a resolution that nearly six in ten (56%) women aged 25 to 49 have made according to a recent survey commissioned by *Kellogg's Special K**.

Though weight loss tips the scales as one of the most common resolutions, survey results suggest Canadian women could use some help to stay committed to their weight loss goals. Of those surveyed, four in 10 (41%) resolution-makers didn't make it past week one or didn't ever start their resolutions. In fact, only 11 per cent of women were able to stick to their resolutions all year long.

Resolutions aside, the survey revealed that Canadians are a nation of dieters with nearly seven in 10 (69%) women aged 25 to 49 admitting that they have been on a diet at some point in their lives. For most women, the vow to slim and trim falls at the beginning of the week with an overwhelming 84 per cent of diets starting on a Monday and a majority of diets (59%) derailing on a Saturday.

"The survey results reveal that Canadian women are looking to achieve a healthy, balanced lifestyle but many don't know where to start or how to stick to a plan", said Johanne Trudeau, RD, director of nutrition marketing, Kellogg Canada Inc. "At Kellogg Canada we understand that women are busy and that's why we are committed to providing support and practical, simple solutions with *Special K** to help women achieve their weight loss goals."

This support appears to be exactly what Canadians are looking for. Three quarters of women (76%) surveyed agree having a meal plan would help them stay committed to their weight loss goals and would make them more successful in managing their weight. In addition, more than half (58%) believe a 'diet buddy' would make them more successful in managing their weight. Unfortunately, just two in 10 women actually have one, perhaps explaining why many women fall off the bandwagon shortly after the New Year.

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Other interesting survey findings include:

- Seven in ten (69%) of the women surveyed say they over-indulge during the holiday season, and a majority (59%) gains weight.
- One third (31%) of women aged 25 to 49 sometimes skip breakfast in order to manage their weight.
- Seven in ten (73%) say snacking in the evening can derail their goals.

“Getting back into a regular, healthy routine after the holidays can be difficult,” said Trudeau. “It’s important to set yourself up for success by setting goals that are realistic and achievable and arming yourself with tools to help you reach those goals.”

In addition to offering low-fat cereals and wholesome snack options, *Kellogg’s Special K** has developed a number of online tools designed to help Canadian women achieve and maintain their weight management goals, including new free, downloadable meal plans available at specialk.ca. Based on Canada’s Food Guide and developed with third party experts, the meal plans provide Canadians with healthy recipes and dietary suggestions to help them stay on track. Available in four different variations – gourmet, classic, vegetarian and on-the-go – the new meal plans are designed to fit a variety of lifestyles and palates.

Beginning in mid-January 2010, *Special K** is also encouraging women to find a virtual diet buddy through **The Victory Project**, a free, online resource available at <http://thevictoryproject.msn.ca> that provides Canadians with expert tips and advice on fashion, fitness, nutrition and beauty and offers a discussion board where women can share their triumphs and obstacles. The website also chronicles the lives of real women during their weight loss journeys, providing Canadians with a virtual ‘diet buddy’.

“Regular exercise and a balanced diet that includes low-fat food choices can assist in achieving and maintaining a healthy body weight,” said Trudeau. “Programs like the *Special K* Challenge* that have a daily meal plan can provide great tools to help busy women incorporate exercise and nutritious foods into their daily routines.”

Designed to set Canadian women off on the right foot and help them reach and maintain their New Year’s resolution goals the *Kellogg’s Special K* Challenge* is a healthy lifestyle plan that involves eating foods like *Special K** low fat cereal and wholesome snack options and exercising for four weeks. Survey findings showed two thirds (67%) of those who have taken the *Special K* Challenge* agree that it helped them manage their weight and three quarters (74%) of women who have taken the *Special K* Challenge* would recommend it to a friend to help them manage their weight.

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In order to maximize resolution success, *Special K** encourages women to follow five simple steps:

- **Set a goal** - Set yourself up for success by choosing a goal that is achievable. Be sure to write it down.
- **Make a plan** - Decide on the actions you will take to reach your goal.
- **Put it into action** - Follow through on your plan one day at a time.
- **Track your progress** - Don't worry if you get off track one day – start again with new energy.
- **Reward yourself** - Celebrate your success by planning something fun you can look forward to.

About the Survey

Ipsos Reid conducted a poll between October 28 and Nov 6, 2009, on behalf of *Kellogg's Special K**. For this survey, a national sample of 2,714 adult women aged 25 to 49 from Ipsos' Canadian online panel was interviewed online. A survey with an unweighted probability sample of this size and a 100 per cent response rate would have an estimated margin of error of +/-1.9 percentage points, 19 times out of 20, of what the results would have been had the entire population of women aged 25 to 49 in Canada been polled.

About *Special K**

*Kellogg's Special K** cereal, introduced to the Canadian market in 1957, is naturally fat free and a source of 9 essential nutrients for good health. *Special K** is also an excellent source of iron, an essential mineral that is especially important for women. *Special K** has always supported a healthy approach to being in shape and to find out more visit specialk.ca.

About Kellogg Canada

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 and health professionals about nutrition and healthy, active living through responsible packaging, brochures, advertising and scientific symposia. For more information, visit the Kellogg Canada website at www.kelloggs.ca.