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## **KELLOGG CANADA'S ALL-BRAN CHALLENGE CAMPAIGN HEATS UP WITH CELEBRITY WILLIAM SHATNER AND FIRE FIGHTERS**

*Skills competition benefits charities including the Colorectal Cancer Association of Canada*

**Toronto, ON – March 16, 2004** – Kellogg Canada, together with actor William Shatner, pitted some of the city's hottest fire fighters in a head-to-head skills competition today to kick-start the second *All-Bran\** Two Week Challenge.

The ***Kellogg's\* All-Bran\* Two Week Challenge*** is a national challenge designed to increase awareness about the overall benefits of fibre and encourage Canadians to improve their overall health by increasing their daily fibre intake with just a  $\frac{1}{2}$  cup of *All-Bran Original\** cereal a day. The event also marked the launch of a humorous advertising campaign featuring Shatner moving into a fire hall with unsuspecting fire fighters to help them add more fibre to their diets.

From tire tormps, to body crawls, to the burlap bamboozle, a group of Toronto fire fighters rose to the challenge as they raced against themselves, their opponents and the clock while skillfully carrying a  $\frac{1}{2}$  cup of *All-Bran\** throughout the challenge. On behalf of the winning team, Kellogg's donated \$5,000 locally to the Ross Tilley Burn Centre in Toronto and matched that with a national donation of \$5,000 to the Colorectal Cancer Association of Canada to underscore the importance of a high-fibre diet in preventing this deadly disease.

It is generally recognized that a diet high in fibre is not only a way of promoting regularity, but is also good for your overall health. In fact, two studies published in the *Lancet* medical journal in May 2003, have shown that a high-fibre diet may prevent colon cancer. Fibre is also good for your mental health. A 2002 study from Cardiff University claimed that people who consumed a high-fibre diet were happier, more energetic, and more mentally responsive compared with people who consumed a lower-fibre diet.

"We know that Canadians are not getting enough fibre in their diets and we also know that fibre plays a critical role in reducing certain cancers," said Jennifer Hurlbut, Associate Director, Marketing, Kellogg Canada. "With the help of William Shatner, Kellogg's is once again committed to raising awareness about the overall benefits of a high-fibre diet. Our competing fire fighters know exactly what it takes be on top of your game and lead healthy lifestyles – it's all about incorporating  $\frac{1}{2}$  cup of All-Bran into your daily routine despite the challenges."

(more)

With just a  $\frac{1}{2}$  cup of *Kellogg's\* All-Bran Original\** cereal every day, consumers can increase their fibre intake by 12 grams, which is almost half of the daily fibre requirement recommended by Canada's Food Guide To Healthy Eating (25 grams for women and 38 grams for men). The combination of a  $\frac{1}{2}$  cup of *All-Bran Original\** cereal in conjunction with other high fibre foods, such as certain vegetables, fruits and legumes, is a balanced approach to meeting daily fibre requirements.

The ***Kellogg's\* All-Bran\* Two Week Challenge*** is supported by a high-energy, creative advertising campaign in both English and French, created by Kellogg Canada and Leo Burnett.

The four new television advertisements, to air in English Canada, feature William Shatner moving into a fire hall with a team of unsuspecting fire fighters and leading them through the *Challenge* for two weeks. Shatner promises that they will feel "good" by the end of his stay.

Each ad will run consecutively for one week only, for a total of four weeks beginning March 15, 2004. The ad campaign is also supported on-pack, in-store, via web and public relations. This campaign marks the second time that Kellogg Canada has worked with the Hollywood celebrity.

### **Kellogg Canada**

Founded in 1906, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada web site at [www.kelloggs.ca](http://www.kelloggs.ca).

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