



For Immediate Release

## **New Specially Designed *Kellogg's Frosted Flakes*® and *Pop-Tarts*® Boxes Sold in Food Lion, Bloom and Bottom Dollar Food Stores Feature Local Cancer Survivor**

*Boxes to Feature 10-year-old Haley Richardson, Treated at Wolfson Children's Hospital*

**Jacksonville, FL** (June 1, 2011)—A 10-year-old girl from Florida is being honored for her courageous battle against bone cancer. Haley Richardson from Jacksonville, Fla., will be featured nationally on specially-designed boxes of *Kellogg's Frosted Flakes*® and *Pop-Tarts*® as a fundraiser for Children's Miracle Network Hospitals®, a charity that raises funds for 170 children's hospitals.

Beginning June 1, Food Lion, Bloom and Bottom Dollar Food stores will carry the exclusive boxes. Kellogg will donate \$1 (up to \$75,000) to Children's Miracle Network Hospitals for every four boxes sold. Wolfson Children's Hospital, where Haley was treated is a Children's Miracle Network Hospital.

Haley is one of three Children's Miracle Network Hospitals patients highlighted on the *Kellogg's Frosted Flakes*® and *Pop-Tarts*® boxes. A product unveiling was held at a Food Lion Store in Jacksonville, Fla., June 1 with Haley, *Tony the Tiger*™ and Children's Miracle Network Hospitals representatives in attendance.

"Haley's story is certain to touch the hearts of everyone who reads it. She is just one of the 17 million children treated at Children's Miracle Network Hospitals each year, inspiring us to constantly do more," said John Lauck, president and CEO, Children's Miracle Network Hospitals. "We are excited about Food Lion and Kellogg Company working together to help share our message and raise funds that will benefit millions of children, just like those featured on the *Frosted Flakes* and *Pop Tarts* boxes."

The Food Lion family of banners and Bottom Dollar Food has been a national corporate sponsor of Children's Miracle Network Hospitals since 1991 and has raised more than \$36 million for children's hospitals.

###

### **About Children's Miracle Network Hospitals**

Children's Miracle Network Hospitals® raises funds for more than 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. Locally, Children's Miracle Network Hospitals of Northeast Florida/ Southeast Georgia benefits the pediatric programs at Shands Jacksonville and Wolfson Children's Hospital. Learn more at [CMNHospital.org](http://CMNHospital.org)



**About Food Lion Family**

The Food Lion family of banners, based in Salisbury, N.C., operates more than 1,200 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion Family employs approximately 62,500 associates in 11 Southeast and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

**About Bottom Dollar Food**

Bottom Dollar Food, based in Salisbury, N.C., operates 47 stores in North Carolina, Virginia, Maryland, New Jersey and Pennsylvania. The full-shop soft-discount grocer is a subsidiary of Delhaize America and offers the most popular national brands and private brand products at everyday best prices. Bottom Dollar Food is redefining discount shopping with its lighthearted atmosphere and focus on fresh produce and quality meats. For more information, visit [www.bottomdollarfood.com](http://www.bottomdollarfood.com).

**About Kellogg Company**

With 2009 sales of nearly \$13 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg products are manufactured in 18 countries and marketed in more than 180 countries. For more information, visit [www.kelloggcompany.com](http://www.kelloggcompany.com).

**Press Contact:**

Nicole Mishko

[Nicole.mishko@jax.ufl.edu](mailto:Nicole.mishko@jax.ufl.edu)

904-244-9372