



**Children's  
Miracle Network  
Hospitals**

## MEDIA ALERT

### **Local 10-year-old Cancer Survivor Now Featured on Specially Designed *Kellogg's Frosted Flakes®* and *Pop-Tarts®* Boxes; *Tony the Tiger™* to Help Unveil at Jacksonville Food Lion**

*Boxes Exclusively Available at Food Lion, Bloom and Bottom Dollar Stores;  
\$1 Donated to Children's Miracle Network Hospitals For Every Four Boxes Sold*

**WHO:** Haley Richardson, 10-year-old treated for bone cancer at Wolfson Children's Hospital  
Food Lion Representative  
Wolfson Children's Hospital Representative  
*Kellogg's® Frosted Flakes® Tony the Tiger™*

**WHAT:** Specially designed *Kellogg's Frosted Flakes®* and *Pop-Tarts®* boxes will be revealed and available for sale. The packages highlight three Children's Miracle Network Hospitals® patients including Haley, a Jacksonville, Fla., native.

Haley and Wolfson Children's Hospital representatives are available for interviews.

Kellogg Company is donating \$1 (up to \$75,000) for every four boxes sold to Children's Miracle Network Hospitals®, a charity that raises funds for 170 children's hospitals. The specially designed boxes are exclusively available at Food Lion, Bloom and Bottom Dollar Food Stores.

**WHEN:** **Wednesday, June 1**  
**2:00-4:00 pm**

**WHERE:** **Food Lion Store #2156**  
6765 Dunn Ave., Unit 306  
Jacksonville, FL 32219  
Phone: 904-766-7595

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