

KELLOGG'S™ BREAKFAST FOR ALL OFFER

TERMS AND CONDITIONS

1. **BUY** any participating *Kellogg's*® Ready To Eat Cereal, *Kellogg's*® Pop-Tarts®, *Kellogg's*® Nutri-Grain® and *Kellogg's*® Eggo® product (“Participating Products” – see www.BreakfastForAll.com for full list of Participating Products) from 2/6/23 – 5/9/23 (“Purchase Period”) at a retail store (“Qualifying Purchase”). The *Kellogg's*™ Breakfast For All Offer begins on 2/6/23 and ends on 6/8/23 (“Offer Period”).
2. **TAKE A PICTURE** of your receipt(s) with the Qualifying Purchase(s) and go to www.BreakfastForAll.com to upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase. Receipt(s) must be submitted by 6/8/23. Only a Qualifying Purchase of a Participating Product is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections; you can upload up to five (5) images in one (1) submission. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. For help or more information, visit www.BreakfastForAll.com.
3. **GET** a \$5 credit to redeem for *Kellogg's*® products AND *Kellogg's*® will donate \$5 to No Kid Hungry® (www.nokidhungry.org) to use in fighting childhood hunger. Participants will receive a confirmation email within 72-hours of receipt submission indicating if their receipt submission was valid or not. If their receipt is valid and approved, the email will have a link for the participant to confirm their award and select the form of their award. Participants can choose to receive their award via mail in the form one (1) coupon good for up to \$5 off of *Kellogg's*® Ready To Eat Cereal, *Kellogg's*® Pop-Tarts®, *Kellogg's*® Nutri-Grain® and *Kellogg's*® Eggo® products (subject to the terms and conditions associated with its use) **OR** a digital award in the form of a Barcode Buck\$® good for up to \$5 off of *Kellogg's*® Ready To Eat Cereal, *Kellogg's*® Pop-Tarts®, *Kellogg's*® Nutri-Grain® and *Kellogg's*® Eggo® products (subject to the terms and conditions associated with its use) to be awarded via email; AND the Kellogg Company will donate \$5 to No Kid Hungry to help fight childhood hunger (all fifty (50) states may be recipients of funding; exact allocations to be determined by Share Our Strength and Kellogg Company after the completion of the program). Barcode Buck\$® can be redeemed at participating retailers found in the link provided in each participant's award notification email address provided or collected at the time of entry Participants must redeem their award by 7/10/23. Limit three (3) offers per participant for this promotion.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 16 years of age or older. Not valid with any other offer. Offer valid in U.S. only.

By uploading a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable charges associated therewith. Participants should consult their wireless service provider's pricing plan for details. You are responsible for all applicable fees and taxes associated with placing an email submission from a wireless device. Submission from a wireless device at the Website is designed to work with most of the U.S. major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the wireless device that is used must be capable of wireless internet access. Check with your carrier for details. Participants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for submission from a wireless, including any error message that is sent and received in connection with the promotion, based on the applicable wireless service pricing plan. Participants should consult their wireless service provider's pricing plan for details. Sponsor in its sole discretion may add or delete a wireless carrier at any time, without notice. Proof of submission from a wireless device is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials.

Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sponsor shall not be responsible for incorrect or inaccurate submission information whether caused by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of the submission in the promotion. Sponsor assumes no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. By participating in this promotion, participant agrees to release and hold harmless Sponsor and their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration of this promotion) and the respective directors, officers and employees of each from any and all liability from claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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No Kid Hungry® is a campaign of Share Our Strength. To learn more go to www.nokidhungry.org.