

Kellogg's® Celebrates Team USA's Jamie Anderson With Gold Medal Edition Special K® Red Berries Box

Commemorate Anderson's Olympic Winter Games Win with Time Honored Kellogg's® Tradition

BATTLE CREEK, Mich., Feb. 28, 2018 /PRNewswire/ -- Kellogg's® has announced that Team USA snowboarder Jamie Anderson will be featured on Gold Medal Edition boxes of *Special K® Red Berries* following her Gold Medal win at the Olympic Winter Games PyeongChang 2018. Boxes are available in limited quantities for a short time only on KelloggsFamilyRewards.com.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8192831-kelloggs-2018-olympic-games-getsmestarted/>

"I am so stoked to be on a Gold Medal Edition *Special K Red Berries* box," said Anderson. "Growing up, you dream about being featured on a cereal box and to see it actually happen is unreal."

"It's amazing to welcome Jamie to the *Team Kellogg's*™ family and celebrate her two medals with our favorite gamestime tradition," said Sam Minardi, director, brand marketing, Kellogg Company. "Now, her *Special K Red Berries* box will always be connected with the two medals she won for Team USA in PyeongChang."

Anderson's Gold Medal Edition *Special K Red Berries* cereal box is available on KelloggsFamilyRewards.com, while supplies last. Fans can visit KelloggsFamilyRewards.com for information about how to become a member and order a collectible box.

Visit www.kelloggsfamilyrewards.com to get your own Gold Medal Edition *Special K Red Berries* box, follow @KelloggsUS for more updates, and share what drives you to tackle each day with #GetsMeStarted.

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to make foods people love. This includes our beloved brands – Kellogg's®, Special K®, Pringles®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Special K®, Rice Krispies®, Eggo®, Mini-Wheats® and more – that nourish families so they can flourish and thrive. With 2016 sales of \$13 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of savory snacks; and a leading North American frozen foods company. And we're a company with a heart and soul, committing to help create 3 billion Better Days by 2025 through our Breakfasts for Better Days global purpose platform. To learn more, visit www.KelloggCompany.com or www.OpenforBreakfast.com and follow us on Twitter @KelloggCompany, YouTube and on our Social K corporate blog.

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Additional assets available online: [Photos \(3\)](#) [Video \(1\)](#)

<https://newsroom.wkkellogg.com/2018-02-28-Kelloggs-R-Celebrates-Team-USAs-Jamie-Anderson-With-Gold-Medal-Edition->

