

# Tony the Tiger® and Mission Tiger Partner with Giant Food to Give More Kids Access to Middle School Sports

**The \$20,000 donation to DonorsChoose marks the partnership's commitment to ensuring school sports can thrive in local communities.**

BATTLE CREEK, Mich., Sept. 15, 2021 /PRNewswire/ -- Being part of a local community means making a positive impact and giving back. For the first time, Tony the Tiger® and Kellogg's Frosted Flakes® Mission Tiger are teaming up with Giant Food to make a \$20,000 donation via DonorsChoose to help fund middle school sports in Washington, D.C. and Maryland, and keep kids active.

Since 2019, Tony the Tiger and Kellogg's Frosted Flakes have embarked on a mission to give more kids access to the benefits of sports with the launch of [Mission Tiger](#), an initiative to help save middle schools sports. Now, Giant Food and Kellogg's Frosted Flakes are joining forces to bring the mission to Giant Food's own community by helping fund the purchase of new sports equipment, upgrade facilities, and buy new uniforms and more for nearby schools through education nonprofit [DonorsChoose](#). This September, Mission Tiger will be launching a unique match offer to support middle school sports projects in Washington, D.C. and Maryland up to \$20,000. For every \$1 given to a qualifying project, Mission Tiger and Giant Food will give an additional \$4, while funds last, helping to make sure all students have access to sports. Giant Food is a brand of Ahold Delhaize USA, which operates more than 2,000 stores under multiple banners across the country.

"Tony and Kellogg's Frosted Flakes have always believed in the power of sport. When we learned that middle school sports are disappearing, we knew something needed to be done," said Mark Seagreaves, Customer Team Lead of Ahold Delhaize USA at Kellogg Company. "We are thrilled to announce that donations to local middle school sports projects are being matched, thanks to support from Mission Tiger and Giant Food. Together, we can help all kids play like tigers."

"We are so appreciative of the families and customers who not only shop with us every day, but also support our community programs" said Tonya Herring, Senior Vice President of Merchandising at Giant Food. "Thank you to Kellogg's Frosted Flakes and Mission Tiger for this opportunity to make a larger local impact. At Giant Food, we strive to be a 'Better Neighbor' to our communities, and we are excited to see how this donation can keep our kids moving on the court or on the field."

Since it began, Mission Tiger has helped more than 660,000 kids across the country by repaving courts, refurbishing sports facilities, providing new training equipment and more. Fans can help schools in their communities by joining the mission, grabbing a box of Kellogg's Frosted Flakes and uploading their receipt to Kellogg's Family Rewards to spark a \$2 donation.\* For more information, visit [FrostedFlakes.com](#) or [MissionTiger.com](#).

*\*Kellogg is donating \$2 per purchase to DonorsChoose with a Kellogg's Frosted Flakes receipt upload. Minimum donation \$500,000; maximum \$1,000,000. Go to [MissionTiger.com](#) for instructions. Applies to purchases between 8/6/20 and 12/31/21; must upload within 30 days of purchase.*

## About Kellogg Company

At Kellogg Company (NYSE: K), our vision is a good and just world where people are not just fed but fulfilled. We are creating better days and a place at the table for everyone through our trusted food brands. Our beloved brands include *Pringles®*, *Cheez-It®*, *Special K®*, *Kellogg's Frosted Flakes®*, *Pop-Tarts®*, *Kellogg's Corn Flakes®*, *Rice Krispies®*, *Eggo®*, *Mini-Wheats®*, *Kashi®*, *RxBAR®*, *MorningStar Farms®* and more. Net sales in 2020 were approximately \$13.8 billion, comprised principally of snacks and convenience foods like cereal, frozen foods and noodles. As part of our [Kellogg's® Better Days](#) purpose platform, we're helping to end hunger and are committed to creating Better Days for 3 billion people by the end of 2030. Visit [www.KelloggCompany.com](#) or [www.OpenforBreakfast.com](#).

## About DonorsChoose

DonorsChoose is the leading way to give to public schools. Since 2000, 4.9 million people and partners have contributed \$1.1 billion to support 2 million teacher requests for classroom resources and experiences. As the most trusted crowdfunding platform for teachers, donors, and district administrators alike, DonorsChoose vets each request, ships the funded resources directly to the classroom, and provides thank yous and reporting to donors and school leaders. Charity Navigator and GuideStar have awarded DonorsChoose, a 501(c)3 nonprofit, their highest ratings for transparency and accountability. For more information, visit [donorschoose.org](https://donorschoose.org).

#### About Giant Food

This year, Giant Food is celebrating 85 years as a community grocery store. Since opening its first location on Georgia Ave. in Washington, DC in 1936, Giant has been an integral part of our customers' lives and the communities it serves. Giant is committed to being a Better Neighbor and has designated four main giving pillars that address local Food Insecurity, Military Support, Pediatric Cancer Research, and Social Equality. Giant is headquartered in Landover, Md. and operates 164 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia with approximately 20,000 associates. Included within the 164 stores are 152 full-service pharmacies, 82 full-service PNC Banks and 24 Starbucks locations. Giant fits all the ways today's busy customers want to shop - whether in store or online. With 152 Giant Pickup locations and Giant Delivery available to all our market areas in DC, MD, VA and DE, customers have even more convenient options right at their fingertips to get the best product and prices, whenever and however they want it. For more information on Giant, visit: [www.giantfood.com](https://www.giantfood.com).

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