

Kellogg Offers Free Milk, Dollar For Liberty

ROSEMONT, Ill. — Kellogg's and American Dairy Association (ADA) have joined in a promotion, scheduled for June and July, that offers consumers a free half gallon of milk when they purchase Kellogg's cereals. Featured cereals are Kellogg's Corn Flakes®, Bran Flakes, Nutri-Grain®, and Raisin Squares™.

As part of the promotion, Kellogg's will donate \$1 to the

Statue of Liberty-Ellis Island Foundation for every consumer who participates in the offer.

To participate, people send in two proofs of purchase of the promoted cereals. Kellogg's will return by mail a coupon for a free half gallon of milk or \$1.25 toward the purchase of a gallon.

Kellogg's \$2.1 million budget for the promotion includes advertising in free-standing Sunday newspaper inserts, a full page on

June 29 and a half page on July 13.

The ads, each with a circulation of 47 million, will contain cents-off coupons for Kellogg's cereals. The food company also will place promotional displays in foodstores' cereal aisles.

American Dairy Association is supporting the promotion by providing free point-of-purchase materials for store dairy cases. Kits contain a top-of-case banner

Dairy Marketing

and two case flags announcing the offer, telling shoppers how they can "Pour It on for Liberty," and urging them to look for specially marked cereal boxes.

Approximately 58 million such boxes will appear on store shelves between May and December. Additionally, the offer will run on millions of milk carton side panels, the art for which ADA is providing free to interested dairies.

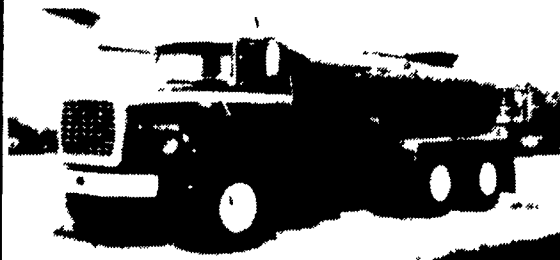


Free Milk offer



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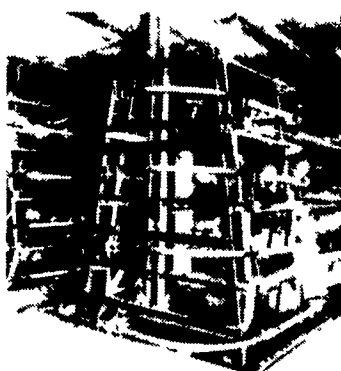
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