

# London 2012

## OLYMPIC JOURNEY of TEAM Kellogg's



In advance of this month's Pan American Games, Kellogg Company, an official sponsor of the U.S. Olympic and Paralympic Teams, today is announcing *Team Kellogg's™*, a select group consisting of a U.S. Olympic legend and several U.S. Olympic and Paralympic champions and hopefuls training to represent Team USA at the London 2012 Olympic and Paralympic Games. Kellogg – which has been helping people start their day right for more than 100 years – chose to partner with these athletes because they are proof that a great start to every day is a critical component to success. As part of the company's U.S. Olympic and Paralympic Team sponsorship, *Team Kellogg's* athletes will share their personal nutritional habits and their favorite breakfast routines.

### MEET TEAM KELLOGG'S™



**Juan Agudelo**  
Soccer



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**Michael Landers**  
Table Tennis



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**Dwight Phillips**  
Track & Field



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**Summer Sanders**  
Swimming Legend



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**Rebecca Soni**  
Swimming



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**Casey Tibbs**  
Paralympic Track & Field



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**Kerri Walsh**  
Beach Volleyball



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### DID YOU KNOW?

- According to *Kellogg's* recent *Breakfast in America* survey, **more than 80 percent of American adults believe breakfast is an important start to the day**.
- For example, not only is **breakfast cereal with milk a leading source of 10 nutrients**, Kellogg offers many ready-to-eat cereals that are at least a **good source of fiber** (3 grams) and provide a **half serving** (8 grams) of **whole grains**.

[loveyourcereal.com](http://loveyourcereal.com)

[kelloggsnutrition.com](http://kelloggsnutrition.com)

[1] National Health and Nutrition Examination Survey, 2003-2008

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**Kellogg's**  
We're starting something big! Kellogg's is beaming with pride to be an official sponsor of the 2012 U.S. Olympic Team. Stay tuned as we spotlight the athletes that make up Team Kellogg's™, and tell us, what do Olympic athletes inspire in you?  
about an hour ago

**Kellogg's**  
There are plenty of great reasons to love your cereal. Find them at.

### #TeamKelloggs



**syarafinaalfian** Today's breakfast: a bowl of Coco Pops with fresh milk. #TeamKelloggs  
7 days ago · reply · retweet · favorite

### PRESS MATERIALS

- Team Kellogg's Press Release
- Kellogg's USOC Press Release
- Download Kellogg's logo
- Download Team Kellogg's logo

### PRESS CONTACTS

**Sarah Smedley**  
Ketchum  
646-935-4163  
sarah.smedley@ketchum.com

**Kellogg Company**  
269-961-3799  
media.hotline@kellogg.com

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