

Kellogg's Announces 'Win A Year Of Family Fun' Promotion



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Kellogg's has partnered with the Merlin Entertainments Group to offer consumers a huge family promotion this summer.

The 'Win a Year of Family Fun' promotion, coordinated by Iris Manchester, offers consumers the chance to win one of 500 Merlin Annual Passes to some of the UK's most popular family attractions.

But consumers don't need to be one of the lucky 500 to enjoy unrivalled added value. Every single one of the 30 million participating packs will feature a cut-out voucher allowing consumers to gain two-for-one access to over 35 of the best-loved attractions in the UK and Republic of Ireland.

The two-for-one vouchers on each pack means that consumers can enjoy up to £41 in free tickets each time they purchase a participating Kellogg's [cereal](#).

"As the category leaders, it's really important that we lead the way in terms of bringing fantastic added value to shoppers," said Sam Blunt, digital and consumer promotions controller at Kellogg's.

"The Win a Year of Family Fun promotion definitely delivers on value. We know that most UK families look for days out during the summer so two-for-one tickets will be a huge help financially and the Merlin

Annual Passes will mean 500 families can enjoy unlimited days out completely free."

The promotion will run on all of Kellogg's most popular family cereals including Rice Krispies, Coco Pops and Corn Flakes.

Participating Merlin attractions include the Alton Towers Theme Park, Chessington World of Adventures Resort and Thorpe Park. There are 25 participating Merlin attractions in total across the UK and ROI and Rachel Kelly, global partnerships manager for Merlin believes the added value on offer will appeal to consumers.

Rachel added: "In these tough times, we are always looking at ways to provide additional value to consumers and provide families with memorable days out at our attractions. We are therefore delighted to be working with Kellogg's and their high quality brands."

About Kellogg's:

Since William Keith Kellogg filed the papers that officially incorporated the Battle Creek Toasted Corn Flakes Company on 19th Feb 1906, the Kellogg Company has been driven by the philosophy that an improved, balanced diet, starting with a healthy breakfast, leads to improved health and healthy living.

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