

Corn Flakes 100 Years Independents School Breakfast Promotion Australia

When does this promo start and end?

Promo commences on 1st August, 2024 at 9:00am AEST and ends on the 31st August, 2024 at 11:59pm AEST.

Who is eligible to participate in this offer?

This offer is open to Australian residents over the age of 18yrs.

How do I enter?

The entrant must complete the following steps during the Promotional Period:

- (a) purchase any two (2) x Participating Kellogg's® Cereal Products (see Annexure A below for complete list) in one (1) transaction from any participating independent retailer within Australia displaying advertising for this Promotion ("Participating Venues")
- (b) visit www.kelloggs.com.au/school-breakfast, follow the prompts to the Promotion entry page and fully complete and submit the online entry form with the entrant's personal details as requested, the name of the school they are nominating, answer the promotional question: Tell us what makes your school special and deserving of a Kellogg's breakfast celebration? (in 25 words or less), upload a scanned copy or photo of the receipt for the qualifying transaction and select the tick box to confirm they have obtained prior consent from the school they are nominating in their entry.

Do I need to download an app to enter this offer?

You do not need to download a special app to enter the promotion.

I cannot log on using my username or password.

Please follow the links and instructions on the registration page. In the case that you experience any issues, please to send us your query via our "**contact us**" page: https://www.kelloggs.com.au/en_AU/contact-us.html and we can check your details for you.

What do I need to purchase to participate in this offer?

To be eligible to participate in this promotion, you must purchase any two (2) Kellogg's® cereal products **in a single transaction** at any independent retailer within Australia displaying advertising for this promotion, during the promotion period.

How to best take a photo of your receipt and requirements for successful upload.

Ensure the receipt is in good condition, not damaged or in pieces. Images should be clear and in focus, not obstructed by objects. If the purchase receipt is missing any of the following information (participating product name, purchase price, retailer where the product was purchase, purchase date and time and receipt number), or is illegible or indecipherable, it will render the entry invalid. If the same receipt is submitted multiple times, the Promoter will render all entries using that one receipt invalid. Receipt upload has a maximum file size of 6MB each and the file types accepted are PDF, JPG, JPEG or PNG only.

How many times can I enter the offer?

Multiple entries permitted subject to the following:

- (a) limit one (1) entry permitted per person per day;

Corn Flakes 100 Years Independents School Breakfast Promotion Australia

- (b) maximum of one (1) entry permitted per qualifying transaction; and
- (c) each entry must be submitted separately and in accordance with the entry instructions above.

What are the prizes I can win?

Prize Description	Number of prizes	Value (per prize)
The prize is a breakfast event to be hosted at the winner's Nominated School.	1	Up to AUD5,000.00

How many prizes can I win?

The entrant is eligible to win one (1) Prize.

Prize Conditions:

- (a) The breakfast event will be organised and coordinated by the Promoter in conjunction with the Nominated School ("Winning School") and will provide students (and staff) with breakfast on a selected day, which shall include Kellogg's cereals, milk, yoghurt, fruit, etc., as well as a range of games and activities for those in attendance.
- (b) The breakfast event must be redeemed by the Winning School on or before 31/08/25. If the Winning School is unwilling or unable to accommodate or host the breakfast event by the aforementioned date required by the Promoter, the winner will forfeit their right to the prize and will not be awarded cash or any other alternative in lieu (and will not be able to select another school to take part in the breakfast event). In this instance, the Promoter may select another winner to take the prize.
- (c) The Promoter will contact the Winning School with further details regarding prize redemption.
- (d) As a condition of accepting the prize, a parent or legal guardian of each child or student (of the Winning School) that will participate in the breakfast event must sign a consent form allowing their child to participate prior to breakfast event.
- (e) It is the responsibility of the Winning School to inform the Promoter of any food allergies and/or intolerances for any student(s) prior to the breakfast event.

How will I know my entry was submitted successfully?

Once you have uploaded your receipt, and you are able to submit your entry, you will receive a confirmation email. If an error message appears, please check that the receipt uploaded correctly and has not already been used for a previous entry.

Do I need to keep proof of my purchase?

Yes, you must keep your receipt to be validated for redemption.

How will the entries be judged?

- (a) The winning entry will be determined by representatives of the Promoter. Each entry will be judged on the basis of the individual originality of the answer provided to the promotional question.
- (b) The best valid entry, as determined by the judges, will win the prize specified in the Schedule above.
- (c) The judges may select additional reserve entries which they determine to be the next best, and record them in order, in case of an invalid entry or ineligible

Corn Flakes 100 Years Independents School Breakfast Promotion Australia

entrant.

- (d) The winning entry will be determined by skill. Chance plays no part in determining the winner. The judges' decision is final and binding and no correspondence will be entered into.

When will the entries be judged?

All entries will be reviewed and judged within one (1) week after promotion end date.

How will I know if I am a winner?

The winner will be contacted by email within seven (7) days of the judging. The Winning School will be contacted by using the contact details on file with the Promoter within seven (7) business days of the judging.

Unclaimed Prizes:

In the event the Winning School declines the prize for any reason whatsoever, the Promoter may at its discretion assign the prize to the entry judged the next best entry, conduct a further judging to award the prize, or withdraw the prize unawarded. The Promoter is under no obligation to award any unclaimed prize.

How will I receive my prize?

The Promoter will contact the Winner and Winning School with further details regarding prize redemption (refer to Prize Conditions). All reasonable attempts will be made to contact the Winner and Winning School.

Where do my personal details go and who sees them?

Please visit https://www.kelloggs.com.au/en_AU/privacy-policy.html

Who do I contact if I have more questions?

Please contact our customer services team via the "contact us" page link on www.kelloggs.com.au/school-breakfast or call AUS: 1800 000 474

Annexure A: Participating Kellogg's® Cereal Products

Kellogg's® All Bran Honey Almond 420g
Kellogg's® All Bran Original 350g
Kellogg's® All Bran Original 530g
Kellogg's® All Bran Wheat Flakes 330g
Kellogg's® Coco Pops 255g
Kellogg's® Coco Pops 375g
Kellogg's® Coco Pops 650g
Kellogg's® Coco Pops Chex 500g
Kellogg's® Coco Pops Chocos 260g
Kellogg's® Coco Pops Gluten Free 390g
Kellogg's® Corn Flakes 220g
Kellogg's® Corn Flakes 380g
Kellogg's® Corn Flakes 725g
Kellogg's® Corn Flakes Bright Start Berry 400g
Kellogg's® Corn Flakes Bright Start Honey 400g
Kellogg's® Corn Flakes Gluten Free 270g
Kellogg's® Crispix 460g
Kellogg's® Crunchy Nut Corn Flakes 380g
Kellogg's® Crunchy Nut Corn Flakes 640g
Kellogg's® Crunchy Nut Corn Flakes Clusters 450g
Kellogg's® Froot Loops 285g
Kellogg's® Froot Loops 460g
Kellogg's® Froot Loops 25% Lower Sugar 265g

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Promotion Australia**

Kellogg's® Frosties 350g
Kellogg's® Fun Pack 6pk
Kellogg's® Guardian 360g
Kellogg's® Just Right Original 460g
Kellogg's® Just Right Original 740g
Kellogg's® Nutri-Grain 200g
Kellogg's® Nutri-Grain 290g
Kellogg's® Nutri-Grain 470g
Kellogg's® Nutri-Grain 765g
Kellogg's® Nutri-Grain Choc Malt 435g
Kellogg's® Nutri-Grain Vanilla Malt 450g
Kellogg's® Rice Bubbles 250g
Kellogg's® Rice Bubbles 410g
Kellogg's® Rice Bubbles 860g
Kellogg's® Rice Bubbles Gluten Free 315g
Kellogg's® Special K 300g
Kellogg's® Special K 500g
Kellogg's® Special K Forrest Berry 380g
Kellogg's® Special K Gluten Free 330g
Kellogg's® Special K High Fibre 385g
Kellogg's® Special K Low Sugar 420g
Kellogg's® Sultana Bran 420g
Kellogg's® Sultana Bran 700g
Kellogg's® Sultana Bran Buds 450g
Kellogg's® Sultana Bran Gluten Free 350g
Kellogg's® Sultana Bran Oat Clusters 480g
Kellogg's® Sustain 460g
Kellogg's® Variety 8pk