

Kellogg's



FEEDING  
READING

# Get free books for your kids (FOR REAL)!



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Whether your taste runs to Corn Pops or Pop-Tarts, Eggo or Nutri-Grain, Kellogg's wants to give you free children's books to go with it.

**Through the Kellogg's Feeding Reading program, families can get one book for every box purchased**—and with more than 100 participating products, the hard part might be getting your kids to agree on which flavors to bring home.

## The power of books:



Letting students choose what they read and when makes them more motivated to read.

*"The Power of Reading: Insights From the Research,"  
by Stephen D. Krashen*



Plus, keeping up with reading is one of the best ways to reduce the learning loss that happens during summer break.

*Reading Is Fundamental Literacy Facts and Stats*

125 different Penguin Random House titles are available for readers from preK through 8th grade. Keep what you choose for your own family, or donate the books to your child's school.

Check out [www.feedingreading.com](http://www.feedingreading.com) to learn more, upload receipts, and choose your books!

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Send each receipt separately. Receipts must be submitted within 30 days of purchase and no later than 10/30/20. Book credits must be redeemed by 12/1/20 at 11:59 PM (EST). Limit 10 books per participant. Must be a U.S. resident, 16 years of age or older, and a registered member of Kellogg's Family Rewards. See FeedingReading.com for full list of participating products.