

**THE KELLOGG CANADA FEEDING BETTER DAYS AWARD CONTEST
OFFICIAL RULES AND REGULATIONS (“Contest”)**

**THIS CONTEST IS OPEN TO CANADIAN RESIDENTS
AND IS GOVERNED BY CANADIAN LAW**

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Kellogg Canada Inc. (the “**Sponsor**”) and not to Facebook. The information you provide will only be used for the administration of this Contest and in accordance with the Contest Sponsor’s privacy policy (see below). Facebook is completely released of all liability from each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to Contest Sponsor and not Facebook.

1. CONTEST PERIOD:

The Contest begins on Tuesday August 22, 2017 at 12:00:01 a.m. Eastern Time (“**ET**”) and ends on Friday September 15, 2017 at 11:59:59 p.m. ET (the “**Contest Period**”).

2. ELIGIBILITY:

The Contest pertains to Breakfast Clubs that have operated, at minimum, during the 2016 – 2017 school year and will operate during the 2017 – 2018 school year, in Canadian Schools (defined below), and that offer a complementary meal service that provides a healthy breakfast, in a safe school-based environment, to children who arrive early at school before the school bell rings for their first class (“**Breakfast Club(s)**”), and is open to residents of Canada with two (2) specific sets of eligibility criteria:

- 1) any individual who submits a Contest entry on behalf of a Breakfast Club volunteer must be a resident of Canada who is age of majority or older, in their province or territory of residence at the time of submitting the Contest entry (the “**Nominator(s)**”);
- 2) any individual described as a Breakfast Club volunteer in an Essay Submission (defined below) and is entered into the Contest by a Nominator must be a resident of Canada who is age of majority or older, in their province or territory of residence at the time the Contest entry is submitted, and a volunteer (“**Volunteer**”) who was active during the 2016 – 2017 school year, and will be active during the 2017 – 2018 school year, with a Breakfast Club program that takes place at a public elementary or high school in Canada (the “**Nominee(s)**”).

For the purposes of this Contest, a School is defined as being either a public elementary school or secondary school in Canada and, for greater certainty, shall exclude home schools and day care facilities (“**School(s)**”).

The Contest is not open to employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of the Sponsor, The Marco Corporation, any of their respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the “**Contest Parties**”). A Nominator cannot nominate him/herself as part of this Contest.

3. HOW TO ENTER:

NO PURCHASE NECESSARY. To nominate a Breakfast Club Volunteer during the Contest Period, go to www.KelloggsFeedingBetterDaysAward.com (the “**Website**”) to complete an online Contest registration form in full, including your full name, email address and phone number, the full name, email address and telephone number of your Nominee, and the name, address and telephone number of the School where the Nominee is a Volunteer for the Breakfast Club. Next, you must submit a short essay between fifty (50) and three hundred (300) words that describes, with specific examples, how the Nominee has changed and positively impacted the lives of students in the Breakfast Club in their role as a Breakfast Club Volunteer (“**Essay Submission**”). You must confirm that you have read and agree to the Contest Rules, and that you have the consent of the Nominee to submit his/her personal information and story and enter him or her into the Contest (the “**Entry/Entries**”).

All Entries will be moderated, and any Entries not complying with the Submission Requirements listed in subsections 3 and 4 will be removed (where applicable) and deemed ineligible for Contest Entry.

Within two (2) business days of receipt of an Entry, the Sponsor will send an email to the Nominee at the email address provided by the Nominator, explaining that he/she has been nominated in this Contest by the Nominator (the Nominator's full name will be included within that email). If the Nominee does not respond to the notification email, they are deemed to be agreeing to the nomination. If any notice is undeliverable, the Sponsor may contact the Nominator to obtain the correct email address. The Nominee can, at any time during the Contest Period, request that the Sponsor withdraw the Entry naming him/her as a Nominee from consideration in the Contest. If a Nominee makes such a request, the Entry associated with such Nominee will be forfeited. The Sponsor is in no way required to inform Nominator of the Nominee's request.

The Nominator must obtain permission from his/her Nominee to submit his/her personal information (including name, email and telephone number), and story during the Entry process. The onus for obtaining such consent rests entirely with the Nominator. Nominators may only nominate individuals with whom they have had direct voluntary two-way communications, and with whom it is reasonable to conclude they have a personal relationship considering shared interests, experiences, opinions and other relevant factors; or such family members with whom they are related, including by marriage, a common-law partnership, or parent-child relationship, and with whom they have had direct voluntary two way communications.

FOR THE AVOIDANCE OF DOUBT, THE NOMINATOR IS NOT ELIGIBLE TO RECEIVE A PRIZE (defined below) OR GIFT (defined below).

Limits of Entries

Nominators: There is a limit of one (1) Entry submitted per Nominator during the Contest Period.

Nominees: There is a limit of one (1) Entry per Nominator that a Nominee may receive during the Contest Period, but there is no limit to the number of unique Nominators that an eligible Nominee may be nominated by, in accordance with these Contest Rules.

Under no circumstances will a Nominator be permitted to make more than one (1) Entry during the Contest Period.

Any Entry that does not follow the above applicable format(s) and requirements as provided in these Rules (as determined by Sponsor in its sole and absolute discretion) will not be eligible for entry in this Contest.

By providing their consent to have an Entry submitted to nominate them in this Contest, each Nominee agrees to be legally bound by the terms and conditions of these Rules.

Standard text messaging and/or data rates apply to participants who participate in the Contest via a wireless mobile device. Wireless service providers may charge for airtime for data sent and received. Please call your service provider for pricing and service plan information and rates before mobile device participation.

All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity, eligibility or compliance with these Rules (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Sponsor's official clock.

4. SUBMISSION REQUIREMENTS (“Submission Requirements”):

BY SUBMITTING AN ENTRY, YOU AGREE THAT SUCH ENTRY COMPLIES WITH ALL TERMS AND CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES (DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF ANY ENTRY YOU SUBMIT. THE RELEASED PARTIES (DEFINED BELOW) SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES.

To be eligible for entry in this Contest, your Submission must: (i) never have been previously submitted or used in any other contest; and (ii) meet the following specific technical requirements:

Element	File Size and Length/Number Restrictions	Acceptable Formats	Additional Contest Requirements
Essay	Minimum length 50 words, maximum length: 300 Words	Must be typed or copied and pasted into form on Contest web page	<p>Essay is required for Contest entry Essay must describe what the Nominee has done to change and positively impact the lives of students in a Breakfast Club in their role as a Breakfast Club Volunteer. For example, apart from serving breakfast, do they bring creativity to the breakfast meals? Do they encourage fun/creative behaviour during their time together to help the students socialize (e.g., music, etc.)? Do they do anything above and beyond serving breakfast that helps to build confidence and self-esteem among the students? Written in English or French only</p>

Without limiting the generality of the requirements noted above in subsection 3, to be eligible for entry in this Contest, each Entry must be unique and original (i.e. you cannot copy someone else’s Entry in whole or in part).

By participating in the Contest, each Nominator hereby warrants and represents that his/her Entry:

- i. is original to him/her and that the Nominator has obtained all necessary rights and consents for the purposes of submitting his/her Entry for the purposes of this Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such;
- iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims whatsoever; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor; conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

5. LICENSE:

By entering/consenting to be entered into the Contest and consenting to/submitting an Entry, each Nominator and Nominee: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry, in whole or in part, for advertising or promoting the Contest, or for documentary purposes in the present or future, or for any other reason, without compensation; (ii) waives all moral rights in and to his/her Entry in favour of the

Sponsor; and (iii) agrees to release and hold harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “**Released Parties**”) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other cause of action that relate in any way to the Entry. For greater certainty and the avoidance of any doubt, the Sponsor reserves the right, in its sole and absolute discretion and at any time, to disqualify any Entry and/or the associated Nominee if a complaint is received with respect to the Entry, if the Sponsor determines, in its sole and absolute discretion, that any Entry does not comply with these Rules, or for any other reason.

6. THE PRIZE AND GIFT:

Nominee Prize: There is one (1) prize available to be won, for the Nominee named in the top scoring Entry, consisting of a one hundred fifty dollar (\$150 CDN) gift card from a credit card issuer (“**Prize**”).

Without limiting the generality of the foregoing, the following general conditions apply to the Prize: Prize must be accepted as awarded and is not transferable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor’s option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater retail value, at Sponsor’s sole and absolute discretion. Limit of one (1) Prize per Nominee. Gift cards are subject to the terms and conditions of the issuer.

FOR THE AVOIDANCE OF DOUBT, THE PRIZE WILL BE AWARDED TO THE NOMINEE NAMED IN THE ENTRY, AND NOT TO THE NOMINATOR OR BREAKFAST CLUB.

Gift: There is one (1) Gift available to be awarded. The Breakfast Club named in the top scoring Entry will be eligible to receive one (1) Gift of ten thousand dollars (\$10,000 CDN) to be awarded in the form of a cheque, to be used for that Breakfast Club’s program (the “**Gift**”). The Gift will be awarded to the Principal of the School associated with the Entry and must be used toward the development or improvement of the Breakfast Club program (the “**Gift**”). Kellogg will attend a breakfast at the selected Breakfast Club in late September or early October, 2017, where the Gift will be presented (the “**Presentation**”). Without limiting the generality of the foregoing, the Gift must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at the Sponsor’s option. The Sponsor reserves the right, in its sole and absolute discretion, to substitute the Gift with a gift or gifts of equal or greater value. The Gift will be awarded to the Breakfast Club by the Sponsor. There will be no tax benefit to the Nominator who provided the Entry, to the Nominee, the Breakfast Club or School named in the Entry.

FOR THE AVOIDANCE OF DOUBT, THE GIFT WILL BE AWARDED TO THE BREAKFAST CLUB NAMED IN THE ENTRY, AND NOT TO THE NOMINATOR OR NOMINEE.

7. NOMINEE AND RECIPIENT SELECTION (“JUDGING PROCESS”):

A panel of judges (the “**Contest Judges**”) appointed by the Sponsor will judge each eligible Entry on the basis of the following weighted criteria:

Criteria	Weighting
1. Overall Contribution to Breakfast Club Program	[50]%
2. Creativity in Serving/Presenting Breakfasts	[30]%
3. That Little Something Extra	[20]%
Total Score	Maximum 100%

Each eligible Entry will be given a score (the “**Score**”) by the Contest Judges. Odds of being selected as a potential Prize winner or Gift recipient depend on the number and calibre of eligible submissions submitted and received prior to the close of the Contest Period in accordance with these Rules. One (1) Breakfast Club based on the highest total Score (as determined by the Contest Judges, in their sole and absolute discretion) will be selected as the potential Gift recipient, and the Nominee associated with that Entry will be the selected Prize recipient..

In the event of a tie between two or more eligible submissions based on Score, the Essay Submission - from amongst all such eligible submissions that are tied – with the highest score on Criteria 1 (followed in the event of a further tie by Criteria 2; and

followed in the event of a further tie by Criteria 3) will be selected as the potential Gift recipient. In the event of an exact tie based on all criteria, a new panel of judges will be appointed by the Sponsor to break the tie in accordance with the procedures outlined in these Rules. Judging is scheduled to be completed approximately five (5) business days after the close of the Contest Period (the “**Selection Date**”).

8. SELECTED WINNER NOMINEE NOTIFICATION AND CONFIRMATION:

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact the potential Prize winner (the Nominee named in the top scoring Entry) by telephone or email (as determined by the Sponsor at its sole and absolute discretion) using the information from the corresponding selected Entry, within three (3) business days of the Selection Date. If the potential Prize winner cannot be contacted within three (3) business days of the Selection Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to a Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to move on to the Entry with the next highest Score from among the remaining applicable eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected Nominee).

BEFORE BEING DECLARED THE CONFIRMED PRIZE WINNER, the potential Prize winning Nominee will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within three (3) days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, and/or the awarding and use/misuse of the Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of his/her name, city and province of residence, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet; and (v) agrees to sign and return any required documents to allow the Sponsor or its agents to film his/her participation in the Gift Presentation, and formally assigns all intellectual property, including copyright, in and to any video footage taken, and waives all moral rights therein in favour of the Sponsor, in perpetuity. If the potential Prize winning Nominee: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then the potential Prize winning Nominee may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select the Entry with the next highest Score from among the remaining Entries (in which case the foregoing provisions of this section shall apply to such newly selected Nominee).

For the avoidance of doubt, if the Nominee of the highest scoring Entry is disqualified for any reason, or cannot (or is unwilling to) accept the Prize, the Breakfast Club named in the highest scoring Entry will remain eligible to receive the Gift, at the sole and complete discretion of the Sponsor, provided, the Breakfast Club complies with these Rules. The Sponsor will select the Nominee from the next highest scoring entry as the potential Prize winner, in which case the foregoing provisions of this section shall apply to such newly selected Nominee. The Breakfast Club from the second highest scoring Entry would NOT be eligible to receive the Gift.

9. BREAKFAST CLUB GIFT NOTIFICATION

The Sponsor, or its designated representative, will make a minimum of three (3) attempts to contact the principal of the School associated with the selected Breakfast Club, via telephone and/or email within three (3) business days of the Selection Date. If the principal of the School of the selected Breakfast Club cannot be contacted within three (3) business days of confirmation of the Selection Date, or if there is a return of any notification as undeliverable; then the Breakfast Club may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Gift) and the Sponsor reserves the right, in its sole and absolute discretion, to select the next highest scoring Essay Submission, in accordance with these Rules.

10. BREAKFAST CLUB CONFIRMATION:

BEFORE BEING DECLARED A CONFIRMED GIFT RECIPIENT, the Breakfast Club must (a) have the principal of the School associated with the Breakfast Club sign and return within three (3) business days of notification, the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules, including the Breakfast Club's eligibility; (ii) acknowledges acceptance of the applicable Gift (as awarded); (iii) agrees to use the Gift in a way that will improve the Breakfast Club's program (for example, purchasing a wider variety of foods); (iv) releases the Released Parties from any and all liability in connection with this Contest, the Breakfast Club's participation therein and/or the awarding and use/misuse of the applicable Gift or any portion thereof; (v) agrees to allow the Sponsor or its agents to film the Gift Presentation, and formally assigns all intellectual property, including copyright, in and to any video footage taken, and waives all moral rights therein in favour of the Sponsor, in perpetuity; and (iv) agrees to the publication, reproduction and/or other use of the Breakfast Club and School's name, address, statements about the Contest and/or photograph, video footage or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. If the principal of the School associated with the Breakfast Club: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot accept (or is unwilling to accept) the applicable Gift (as awarded) for any reason; and/or (c) is determined to be in violation of these Rules, including eligibility requirements (all as determined by the Sponsor in its sole and absolute discretion); then the selected Breakfast Club will be disqualified as the recipient of the Gift (and will forfeit all rights to the applicable Gift), and the Sponsor reserves the right, in its sole and absolute discretion, to select the Entry with the next highest Score from among the remaining Entries (in which case the foregoing provisions of this section shall apply to such newly selected Breakfast Club).

For the avoidance of doubt, if the Breakfast Club of the highest scoring Entry is disqualified for any reason, or cannot (or is unwilling to) accept the Gift, the Nominee named in the associated Entry will remain eligible to receive the Prize, at the sole and complete discretion of the Sponsor, provided, the Nominee complies with these Rules. The Sponsor will select the Breakfast Club from the second highest scoring Entry, in which case the foregoing provisions of this section shall apply to such newly selected Breakfast Club. The Nominee associated with the second highest scoring Entry would NOT be eligible to receive the Prize.

11. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. **ANYONE DETERMINED TO BE IN VIOLATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.**

The Released Parties will not be liable for: (i) any failure of any website or platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Contest Entry or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website or platform; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

In the event of a dispute regarding who submitted an Entry, Entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. **"Authorized account holder"** is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the **"Régie"**) in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as

determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, with the consent of the Régie, reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: http://www.kelloggs.ca/en_CA/privacy-policy.html). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Contest Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, Website, French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

Mini Rules:

NO PURCHASE NECESSARY. Sponsor: Kellogg Canada Inc. Contest Period starts on August 22/17 (12:00:01 a.m. ET) and ends September 15/17 (11:59:59 p.m. ET). Open to residents of Canada who have reached the legal age of majority. Enter online and full rules including eligibility, entry, judging criteria and prize details at www.KelloggsFeedingBetterDaysAward.com. Each entrant will have the chance to nominate a public elementary or secondary school Breakfast Club volunteer. One prize available for the nominee named in the highest scoring entry, consisting of one \$150 gift card from a credit card issuer. The school Breakfast Club named in the highest scoring entry will be eligible to receive a \$10,000 gift to be used to improve the school Breakfast Club. Odds depend on the number and quality of eligible entries. Skill-testing question required for prize winner. Limit of 1 entry per person.