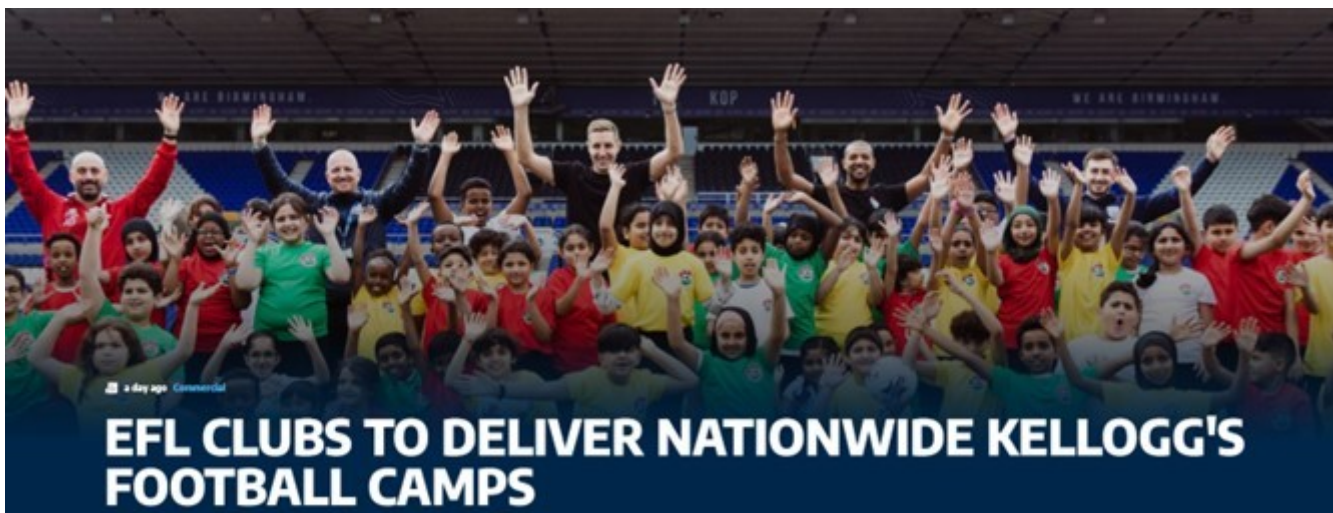




This summer, the EFL, EFL Trust and their network Club Community Organisations have partnered with Kellogg's to launch the Kellogg's Football Camps.

While Club Community Organisations have supported their local communities with holiday camps for many years, this year – teaming up with one of the UK's most popular cereal brands, Kellogg's – will make the summer holiday camps bigger and more exciting than ever.

Alongside football powerhouses Manchester City, Rangers and Celtic, the football camps for girls and boys aged 5-15 years will reach from Grimsby to Glasgow, and Plymouth to Peterborough, supporting parents in keeping their kids active and entertained across the nation during the school summer holidays.

Kellogg's is giving away 30,000 free places for the camps before they kick off.

Legends of the game came together to launch Kellogg's Football Camps at Birmingham City's stadium, St. Andrews @ Knighthead Park, with Jermaine Beckford and Michael Dawson, as well as children from local schools taking to the pitch to celebrate the launch.

Former Hull City and England defender, Michael Dawson said: "For me, football camps during school breaks were where I had the most fun, kicking the football around with your mates. The EFL has such an advantage being part of so many different communities up and down the country, and to have Kellogg's on board this summer to give so many kids the same opportunity I had when I was younger is really exciting."

EFL Director of Community, Debbie Cook said: "One of the many strengths of the EFL is that we can provide football camps for children at the heart of communities up and down the country. The EFL and our Clubs are excited to join Kellogg's to continue not only creating stronger, healthier and more active communities, but also provide environments where children can forge long-lasting friendships through football."

Chris Silcock, Managing Director of Kellanova (the company that owns Kellogg's) said: "Most families will be within 15 miles of a Kellogg's Football Camp, giving children up and down Britain an opportunity to get active this summer. Run by FA qualified coaches, the camps aim to be fun and to give girls and boys the opportunity to get onto the pitch and follow in the footsteps of their footballing heroes."

Kellogg's Football Camps sessions will take place throughout June and September. To claim a day parents can buy a promotional pack in-store, and sign their kids up at www.kelloggsfc.com

****18+. GB only. 2,500 camp places released weekly during 01/04/24 – 24/06/24. Purchase promo pack by 24/06/24 and claim by 16/08/24. Kellogg's Football Camps session times and dates vary club to club. Visit kelloggsfc.com to claim camp space. Max 2 claims per household. Retain receipt. For further T&Cs, see promo packs and visit www.kelloggsfc.com.**