

KELLOGG'S™ BACK TO SCHOOL- FEEDING READING BOOK OFFER FAQs

KEY OFFER DETAILS

- BUY: one (1) participating Kellogg's® Ready To Eat Cereal product, Kashi® product OR Bear Naked® product AND one (1) participating partner product from Pure Life®, Silk®, Tropicana®, or Ziploc® between 05/21/24 12:00 am EDT and 09/30/24 11:59 pm EST
- TAKE A PIC: of your receipt and register at www.feedingreading.com or www.feedingreading.com/espanol to upload your receipt.
 - Receipts must be submitted within 30 days of purchase, and no later than 10/30/24.
- GET: credit to redeem for two (2) books of your choice to keep or donate. Credits must be redeemed by 11/15/24. **Each qualifying purchase must be submitted on a separate receipt and submitted separately.**

BUY

- Must purchase one (1) participating Kellogg's® Ready To Eat Cereal product, Kashi® product OR Bear Naked® product plus one (1) participating partner product.
- Purchases must be made between 05/21/24 and 09/30/24.

TAKE A PIC

- Take a picture of your receipt(s)
- Go to www.feedingreading.com or www.feedingreading.com/espanol to register and upload your receipt(s)
 - For longer receipts, take pictures in sections and upload all photos from one receipt at the same time.
 - Only upload one receipt at a time.
 - Ensure the store name, date, bar code (if available), items, and prices are legible in your photo(s).

GET

- Once your receipt has been processed, click "Get Details" in your receipt approval e-mail to either donate or redeem your books. One (1) participating Kellogg's product + one (1) participating partner product = 2 books.
- Select the books of your choice from the catalog to keep or donate.
- Complete the order and shipping information as instructed.
- Limit twenty (20) books per person.
- Credits must be redeemed by 11/15/24.

GENERAL PROMOTION HELPS

Do I have to live in the United States to participate?

Yes. You must be a legal resident of the fifty (50) United States and/or the District of Columbia and be 16 years of age or older to participate.

Do I have to purchase a product to participate?

Yes. You must purchase one (1) participating Kellogg's® Ready To Eat Cereal product, Kashi® product OR Bear Naked® AND one (1) participating partner product from Pure Life®, Silk®, Tropicana®, or Ziploc® to earn credit to redeem for your reward. To view a list of the participating products, please click on the link located on www.feedingreading.com or www.feedingreading.com/espanol.

Can I order more than 1 book?

Yes. You can order or donate up to twenty (20) books per person. **Each qualifying purchase must be submitted on a separate receipt and submitted separately.**

How do I get my books?

If your receipt is approved, you will receive an e-mail indicating the approval. Clicking "Get It" in that e-mail will allow you to donate or redeem your choice of books from up to one hundred forty (140) Full Length Penguin Random House titles from beginning readers to teens. After confirming your shipping address, you can expect to receive your book(s) within eight (8) weeks of your order date.

What books are available as part of the Kellogg's Feeding Reading Book offer?

Available book titles are listed in the Kellogg's Feeding Reading Book offer rewards catalog at www.feedingreading.com or www.feedingreading.com/espanol. Please Note: During promotion period, available book titles may change.

How long will free Penguin Random House books be available?

The free books offered through the Kellogg's Feeding Reading Book offer are available through 11/15/24. In order to earn credits in the program, purchases must be made by 9/30/24. Receipts must be uploaded within 30 days of purchase by 10/30/24 and credits must be redeemed by 11/15/24. Please Note: During promotion period, available book titles may change.

Can I earn credit(s) from submitting my receipt(s) to the WK Kellogg Co text short-code or WK Kellogg Co email address?

No. In order to earn credit for your Reward, you must upload a picture of your receipt(s) to www.feedingreading.com or www.feedingreading.com/espanol. Receipts texted or emailed will **not** receive promotion credit.

What book titles can I donate?

You can pick from any of the available titles in the Kellogg's Feeding Reading Book offer program.

Can I select where I want my donated book(s) to go?

Yes. The Kellogg's Feeding Reading Book offer program allows you to donate a book(s) to the school or library of your choice. When you are ready to redeem your credits collected for the offer, just select "Donate Your Book" to begin the donation process.

What is the value of my donation?

There is no value associated with the book titles or your donation.

Will I receive or how can I obtain a receipt of my donation for tax purposes?

Sorry, but we are unable to provide a receipt for your donation.

Will the school or library know who made the donation?

Yes. There is a message on the envelope that includes your last name only as the donor. For example: Donation from Smith Family.

If multiple books are ordered, are they shipped together or separately?

While an order for multiple books may be placed at the same time, books are shipped separately. We ask for your patience if you receive part of your order one day, knowing that your other books will arrive soon.

I donated my book to a school or library. Is there anything else I need to do? How will I know if the donated book has been shipped?

The donated book will be shipped directly to the school or library in an envelope that says it was generously donated by your family (using your last name only, as an identifier).

Will I be required to pay shipping and handling costs for Penguin Random House books I have redeemed?

No. There are no shipping and handling costs associated with items redeemed in the Kellogg's Feeding Reading Book offer program.