

FOR MUSIC RECITALS, HE'S RIGHT ON KEY.



Help prepare your kids for big days with a nutritious breakfast packed with fiber and nearly a day's worth of whole grains*.



Keeps 'em full.
Keeps 'em focused.

*Disclaimer: USDA recommends consuming a minimum of 48g of whole grains a day. Kellogg's® Frosted Mini-Wheats® cereals contain at least 42g whole grain per serving.

Morning Matters



When the alarm buzzes, it's the morning ringing with potential. But to fully seize the day, the right nutrition is essential.

Even when school is not in session, eating breakfast every day helps give your child the nutrition he or she needs to stay full and focused for whatever the Big Day may bring. When children eat food in the morning, they're giving their bodies some of the necessary vitamins and minerals that may affect the way they concentrate and function as the morning progresses.



A smart breakfast, including the 8 layers of whole grains in Kellogg's® Frosted Mini-Wheats®, can help feed the brain and help kids focus on the day ahead. One bowl of Kellogg's® Frosted Mini-Wheats® fills your child with nearly a day's worth of whole grains* and delivers 22% of the daily value of dietary fiber.

If you're looking for your children to make every day a Big Day, look no further than the little biscuit to help get them started on the right foot in the morning.

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Matters

Explore More!



There are many enriching activities for kids beyond their days at school. As a parent, you can help nurture your child's strengths and build his skills.

Set Goals. Ask your kids about their dreams — both long- and short-term. What do they imagine for themselves? Then help them figure out some steps they can take to achieve their goals.

Persistence Pays. Help your children stay focused on their goals no matter what obstacles confront them. Encourage them not to give up. Persistence pays off, but kids need to believe in themselves in order to keep at it.

Creativity Matters. Engage your children in creative activities or help them look at things in new ways. Invite your child to discuss his or her interests and favorite things to do.

Get outside. Take time outside with your children to breathe fresh air, take a stroll, and enjoy nature. Time spent outside can provide an opportunity for reflection and inspiration.

Plan some of the following activities with your kids to help them reach their full potential:

Outdoor Activities:

- ✓ Backyard obstacle course
- ✓ Neighborhood dog parade
- ✓ Nature scavenger hunt
- ✓ Build a backyard teepee

Arts & Crafts:

- ✓ Paper plate sundial
- ✓ Marshmallow and toothpick buildings
- ✓ Hand and foot print flowers
- ✓ Sidewalk chalk drawing

Wake up to a world of possibilities. One bowl of Kellogg's® Frosted Mini-Wheats® cereal is packed with fiber and nearly a day's worth of whole grains* to help keep your kids full and focused for the Big Day ahead.



SPELLING BEES?

I-N-D-U-B-I-T-a-B-L-Y.



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