



media information



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FOR IMMEDIATE RELEASE

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Kellogg's Supports Finals in Battle Creek

EAST LANSING, Mich. – March 2 – Continuing its partnership with the Michigan High School Athletic Association, the Kellogg Company of Battle Creek will again lend corporate support to all Association events staged in the Cereal City.

In addition to Team Dual Wrestling Finals on March 5-6, Battle Creek will also host the MHSAA Baseball-Softball Finals on June 18-19.

The grant from Kellogg's will be used to help defray the cost of travel expenses for teams traveling to Battle Creek in selected tournaments. In addition, Kellogg's will again support local organizers to help ensure that these events are memorable experiences for athletes, coaches and spectators.

Kellogg's was the first company to actively support MHSAA events.

The MHSAA is a private, not-for-profit corporation of voluntary membership by over 1,200 public and private senior high schools and junior high/middle schools which exists to develop common rules for athletic eligibility and competition. No government funds or tax dollars support the MHSAA, which was the first such association nationally to not accept membership dues or tournament entry fees from schools. Member schools which enforce these rules are permitted to participate in MHSAA tournaments, which attract approximately 1.6 million spectators each year.

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