

A Tasty Way To Promote Reading

(NAPSA)—While a good breakfast can help kids get a great start to the day, books can help keep their minds active all day long.

Yet more than two-thirds of children living in poverty don't have any books at home¹.

To help support childhood literacy, *Frosted Mini-Wheats* and other *Kellogg's* brands are joining with Scholastic to help families earn free books and put 200,000 books into the hands of children in need through the charity Books for Kids.



Children's book author and actor Taye Diggs understands how having books at home can help set kids up for success.

Recently, children's book author, actor and father Taye Diggs demonstrated his support by creating a public service announcement to raise awareness about childhood literacy. Diggs explains how families can earn free books for their home libraries and provide books to kids in need.

"This is such an important cause for me, especially as a dad, because I know the impact that reading can have on young minds," said Diggs.

There are two ways to support children's literacy:

1. You can collect the Great Starts Great Stories codes from participating Kellogg's products to receive a free book or "gift" a book to a school in need through the charity Books for Kids.

2. You can also visit www.Scholastic.com/MiniMissions to participate in *Frosted Mini-Wheats Mini*TM Missions. Visitors can earn two free books monthly while supplies last, as well as enter a sweepstakes² to win Scholastic books and grants for their school and community.

¹RIF study, 2010.

²Official rules are available at <http://minimissions.scholastic.com/rules>.