

September 12, 2017

Dollar General and Kellogg's Partner to Launch the Here's My Story Campaign During National Literacy Month

GOODLETTSVILLE, Tenn.--(BUSINESS WIRE)-- In celebration of National Literacy Month in September, Dollar General (NYSE: DG) and Kellogg's (NYSE: K) are partnering on a new *Here's My Story* campaign aimed at sharing customers' personalized literacy and education advancements stories through programs funded by the Dollar General Literacy Foundation.

This fall, exclusive packages of Kellogg's cereals and Cheez-It® crackers will feature heartwarming stories and show the positive impact literacy efforts have made to adult and youth learners. The specialized items including *Kellogg's Frosted Flakes®* cereal, *Froot Loops®* cereal, *Frosted Mini Wheats®* cereal, *Rice Krispies®* cereal, *Cheez-It®* Original and *Cheez-It® White Cheddar* crackers will be available at more than 14,000 Dollar General locations through late October.

"Dollar General is excited to partner with Kellogg's on the *Here's My Story* campaign this September," said Denine Torr, Dollar General's senior director of community initiatives. "This collaboration highlights the inspirational stories and effects that literacy and education have in our communities for learners of all ages and hopefully encourages customers to reach their own educational goals."

In collaboration with educational partners, the National Center for Families Learning and FiftyForward, the campaign highlights family literacy and youth literacy stories in Fort Lauderdale, Florida and Nashville, Tennessee.

Aimed at educating customers on the positive impact literacy and reading advancements can make in one's life and inspiring people to continually look to learn and reach their own educational goals, the campaign also encourages customers to share their own literacy success stories on social media channels using the #DGMyStoryEntry hashtag. Kellogg's and the Dollar General Literacy Foundation will randomly select 50 social posts using the specialized hashtag to receive a complimentary \$50 Dollar General gift card in early November.

Kellogg's is a proud sponsor of the Dollar General Literacy Foundation. Every day, Kellogg's employees work together to fulfill their vision of enriching and delighting the world through foods and brands that matter. Kellogg's is committed to providing 3 billion Better Days through 2025 through initiatives that feed people and their potential.

The Dollar General Literacy Foundation is celebrating over 24 years of helping individuals learn to read, prepare for the GED, or learn English. Since its inception in 1993, the Foundation has awarded more than \$140 million to nonprofit organizations and schools that have helped more than nine million individuals advance their literacy and basic education skills.

For additional information, photographs or items to supplement a story, please visit the [DG Newsroom](#), contact the Media Relations Department at 1-877-944-DGPR (3477) or via email at dgpr@dg.com.

About Kellogg Company

At Kellogg Company (NYSE: K), we strive to make foods people love. This includes our beloved brands - *Kellogg's®*, *Keebler®*, *Special K®*, *Pringles®*, *Kellogg's Frosted Flakes®*, *Pop-Tarts®*, *Kellogg's Corn Flakes®*, *Rice Krispies®*, *Cheez-It®*, *Eggo®*, *Mini-Wheats®* and more - that nourish families so they can flourish and thrive. With 2016 sales of \$13 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of crackers and savory snacks; and a leading North American frozen foods company. And we're a company with a heart and soul, committing to help create 3 billion Better Days by 2025 through our [Breakfasts for Better Days](#) global purpose platform. To learn more, visit www.KelloggCompany.com or www.OpenforBreakfast.com and follow us on Twitter [@KelloggCompany](#), [YouTube](#) and on our [Social K corporate blog](#).

About Dollar General Corporation

Dollar General Corporation has been delivering value to shoppers for over 75 years. Dollar General helps shoppers Save time. Save money. Every day!® by offering products that are frequently used and replenished, such as food, snacks, health and beauty aids, cleaning supplies, clothing for the family, housewares and seasonal items at low everyday prices in

convenient neighborhood locations. Dollar General operated 14,000 stores in 44 states as of August 19, 2017. In addition to high quality private brands, Dollar General sells products from America's most-trusted brands such as Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Hanes, PepsiCo and Coca-Cola. Learn more about Dollar General at www.dollargeneral.com.

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