

Eggoji Program
Melissa Joan Hart Media Day Briefing
July 9, 2021

Table of Contents

- Interview Schedule
- Media Backgrounders
- Talking Points/Key Messages
- Press Release (FYI)

Contact List

NAME	ROLE	CONTACT
Katherine [REDACTED]	Agent	[REDACTED]
Jessica [REDACTED]	Publicist	[REDACTED]
Lindsey [REDACTED]	Weber Shandwick (PR)	[REDACTED]

Virtual Interview Tips

- Identify a location that is quiet to avoid any distractions
- Turn off your laptop/phone notifications to avoid any distractions
- Make sure your username on Zoom is accurate
- Use headphones with a microphone to minimize any background noise pick-up
- Take your time when answering questions

Brand Notes

- DO NOT SAY EGGOS or EGGOJIS. Always refer to the brand and product as **Eggo/Eggoji** or **Eggo/Eggoji waffles**
- Steer clear of any overconsumption (discussing eating boxes and waffles)
- Do not say “emoji” except when referring to “World Emoji Day”

Wardrobe and Hair/Makeup

- Wardrobe and hair/makeup are casual and should feel natural to you
- Please do not wear any clothing with visible logos

Interview Schedule At-A-Glance

- 1:30-1:45 PM CT NBC LX
- 1:50-2:05 PM CT Sirius XM
- 2:10-2:25 PM CT Yahoo! Lifestyle
- 2:30-2:45 PM ABC Radio/ABC Online

*Note: Ahead of the media day, please download **Zoom** to your computer and phone to mitigate any technology difficulties.*

Media Backgrounders (all times CST)

1:30-1:45 PM CT / 11:30-11:45 a.m. PT

NBC LX (Zoom / Video)



Tabitha Lipkin

Host

NBC LX

Producer Email: [REDACTED]

Interview Time: 1:30-1:45PM CT / 11:30-11:45 a.m. PT

Format: Zoom (Video)

WEBER TO RECORD INTERVIEW ON ZOOM

*Note: this is a taped **video** interview*

Join Zoom Meeting

<https://us04web.zoom.us/j/75904491259?pwd=SUJPRG1EZE4wNkNyRG5wTVgwNXBJZz09>

Meeting ID: 759 0449 1259

Passcode: vquc5L

Back-up number:

Studio: [REDACTED]

Producer, Krista [REDACTED] Cell: [REDACTED]

About:

Tabitha Lipkin is an American Journalist, Comedian, Host, and Former Miss Scuba International. She attended the University of Texas at Austin and graduated in 2012. She was then intern for The Colbert Report and for Conan on TBS, before starting her career as a Reporter and Comedian.

Recent/Relevant Stories

[U.S. Gymnast Morgan Hurd is Speaking Out Against Anti-AAPI Hate and Violence](#)

[Kareem Maddox Came Up Short in His Olympic Bid, But That's Not the End of His Journey](#)

[Following Backlash, Ban on Inclusive Swim Caps Being Reconsidered Ahead of Olympics](#)

1:50-2:05 PM CT / 11:50-12:05 PM PT

Sirius XM
(Zoom / Video)



Chris Childers
Sports Talk Radio Host
ESPNU 84

Booking Producer, Lucy [REDACTED]

Interview Time: 1:50-2:05 PM CT / 11:50-12:05 PM PT

Format: Zoom (Voice only)

WEBER TO RECORD INTERVIEW ON ZOOM

*Note: this is a taped **voice only** interview*

<https://siriusxm.zoom.us/j/5792093430?pwd=enNuRUQ3dnZwcHBOYVJKcDlFc1Zldz09>

About:

Chris Childers is the host of Full Ride on ESPNU Radio 84 and the SEC Today on Sirius XM SEC Radio 374. He previously worked as the Color Commentator for Nashville SC soccer radio broadcasts and a Sports Talk Radio Host at Yahoo.

2:10-2:25 PM CT / 12:10-12:25 PM PT

Yahoo! Life (Zoom/Video)



David Artavia
Multimedia Fellow
So Mini Ways | Yahoo! Lifestyle

Interview Time: 2:10-2:25 PM CT / 12:10-12:25 PM PT

Format: Zoom (Video)

WEBER TO RECORD INTERVIEW ON ZOOM

*Note: this is a taped **video** interview*

<https://us02web.zoom.us/j/4534404633?pwd=LzRWOHVZVGxpRzJVV3hyb3NTQzJFdz09>

Meeting ID: 453 440 4633

Passcode: 3PB3hG

Back-up number: Erin [redacted] oversees So Mini Ways + [redacted]

About:

David is a reporter for Yahoo! Entertainment and Yahoo! Lifestyle. Previously, he was the Editor-in-Chief for Out Magazine and has freelanced for outlets including The Advocate Magazine, Verizon Media and more.

Recent/Relevant Stories

[Lester Holt opens up about his life as a 'granddude'](#)

[Oh Joy! founder Joy Cho on 'parenting with a bridge of both cultures' as a first-generation Asian American](#)

[Tia Mowry opens up about her postpartum body: 'I literally thought something was wrong with me'](#)

2:30-2:45 PM CT / 12:30-12:45 PM PT

ABC Radio/ABC Online (Zoom / Voice only)



Megan Stone (Duley)
Entertainment Writer
ABC Audio

Interview Time: 2:30-2:40 PM CT / 12:30-12:40 PM PT
Format: Zoom (Voice only)

Join Zoom Meeting
[https://disney.zoom.us/j/8925964296?pwd=dkdvTU9HSVZZUitr
anVRQS8rTEFhQT09](https://disney.zoom.us/j/8925964296?pwd=dkdvTU9HSVZZUitr
anVRQS8rTEFhQT09)

Meeting ID: 892 596 4296
Passcode: Eggoji!

Backup number:
Megan Stone, +1 (609) 334-
Studio, (609) 334-3344

About:

Megan Stone is an Entertainment Writer for ABC Audio. She's also written for ABC News, Yahoo!, Good Morning America, and more.

Recent/Relevant Stories

[Iliza Shlesinger explains why it's important to support dive bars through the #KeepTheDiveAlive campaign](#)

[Report: Scarlett Johansson pregnant, expecting first child with Colin Jost](#)

[Lucy Hale hopes the 'Pretty Little Liars' reboot will be "a major success"](#)

Talking Points/Key Messages

- **Eggoji waffles create a fun twist on the classic Homestyle Eggo Waffles** — with fun animated faces on each waffle, they bring positivity to mornings, and can make breakfast go from being a high-pressure occasion for parents to **creating a small win for the whole family to enjoy**. I know my kids will love them, and I'm happy and feel good about serving them.
- To build on the smiles created from the new Eggoji waffles, and to ensure all families can enjoy the happiness that a full belly brings, **Eggo will be providing up to half a million breakfasts to No Kid Hungry**. Just **use #EggojiNoKidHungry and we'll provide up to 100 breakfasts per hashtag** to No Kid Hungry from 7/12/21 to 8/1/21, with a maximum donation up to half a million meals.
- **New Eggoji waffles are now available at retailers nationwide**. Visit leggowitheggo.com/nokidhungry to learn more about how Eggo is partnering with No Kid Hungry.

Program Q&A

What do Eggoji waffles taste like?

Eggoji waffles feature the same taste as delicious, fluffy Homestyle Eggo Waffles but with fun animated faces on each waffle.

When will Eggoji waffles hit shelves?

Eggoji waffles are available now in the frozen aisle nationwide.

Where are Eggoji waffles sold?

Eggoji waffles are available at retailers nationwide.

How much do Eggoji waffles cost?

Eggoji waffles are available at retailers nationwide for a SRP of \$2.89.

Are Eggoji waffles limited-edition?

No, these are a permanent addition to the Eggo product portfolio.

Are the faces on the Eggoji waffles Emojis?

They are not. We've pulled some inspiration from emoticons and came up with our own fun faces for these waffles.

Are these replacing any products in the Eggo Are these replacing any products in the Rice Krispies Treats lineup?

No, Eggoji waffles are joining the Eggo family. All our fan favorites will remain on shelves.

How does #EggojiNoKidHungry work?

For every use of the hashtag #EggojiNoKidHungry on social media, Eggo will provide up to 100 breakfasts to No Kid Hungry from 7/12/21 to 8/1/21. Visit leggowitheggo.com/nokidhungry to learn more about how Eggo is partnering with No Kid Hungry.

Why are you partnering with Melissa Joan Hart?

As a proud mom of three boys, Melissa is all too familiar with morning mayhem. So who better to help celebrate small morning wins with all-new Eggoji waffles? She's hilarious on her social platforms, and felt like a great fit for the levity and fun we're trying to create in the mornings. Not only are we huge fans of Melissa, she loves Eggo *and* is excited to help parents across the country take the stress out of family breakfasts.

What else does Eggo have on the horizon?

Stay tuned to find out...

Press Release

NEW EGGOJI™ WAFFLES BRING A PLATE FULL OF SMILES TO FAMILY BREAKFAST

To celebrate the release of new Eggoji™ waffles, Eggo® is donating up to half a million breakfasts to No Kid Hungry

BATTLE CREEK, Mich., July. 13, 2021 — To continue spreading smiles during family mornings and create even more small wins for parents, Eggo® announces the release of its all-new Eggoji™ waffles.

Eggoji waffles are a fun twist on the classic Homestyle Eggo Waffles — with playful animated faces on each waffle, they help breakfast go from being a high-pressure occasion for parents, to creating a small win for the whole family to enjoy. From the iconic smile with heart eyes or the look of tear-jerking laughter, each box of Eggoji waffles includes up to six different designs to make any plate full of emotion.

“Eggo is often the one thing parents and their kids can agree on during chaotic mornings. Parents feel good serving their kids a delicious, warm breakfast, and kids love eating them,” said Joe Beauprez, Marketing Director of Eggo. “And now, just in time for World Emoji Day, we’ve made our classic Eggo waffles even more exciting for families in the mornings. What better way for parents to create small wins for their kids than by serving them – quite literally – smiles on a plate?”

To build on the smiles created from the new Eggoji waffles, and to ensure all families can enjoy the happiness that a full belly brings, Eggo is helping provide up to half a million breakfasts to No Kid Hungry. To join in, fans should use #EggojiNoKidHungry on their social posts. For each hashtag shared, Eggo will help provide up to 100 breakfasts to No Kid Hungry from July 12 to August 1, with a maximum donation up to half a million meals¹. Visit leggowitheggo.com/NoKidHungry to learn more. Earlier this year, Eggo helped provide up to half a million meals to No Kid Hungry, and the donations through #EggojiNoKidHungry will help the brand provide up to one million breakfasts to the nonprofit this year alone.

The new Eggoji waffles build on the L’Eggo With Eggo campaign introduced earlier this year, with the long-time family breakfast favorite helping parents let go of morning mayhem and embrace small wins in the morning.

Eggoji waffles are now available at retailers nationwide. To find Eggoji waffles in your area, visit www.leggomyeggo.com/eggoji.

About Kellogg Company

At Kellogg Company (NYSE: K), our vision is a good and just world where people are not just fed but fulfilled. We are creating better days and a place at the table for everyone through our trusted food brands. Our beloved brands include *Pringles*®, *Cheez-It*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*®, *MorningStar Farms*® and more. Net sales in 2020 were approximately \$13.8 billion, comprised principally of snacks and convenience foods like cereal, frozen foods, and noodles. As part of our [Kellogg's® Better Days](#)

purpose platform, we're helping to end hunger and are committed to creating Better Days for 3 billion people by the end of 2030. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

ⁱ \$1 can provide up to 10 meals. Meal equivalency varies during COVID-19 relief. Learn more at NoKidHungry.org/OneDollar