

**Kellogg Company is committed to #EachforEqual**  
**Tuesday, March 10, 2020 01:00:00 PM (GMT)**

BATTLE CREEK, Mich., March 10, 2020 /PRNewswire/ -- International Women's Day – globally celebrated on March 8, is a celebration of the social, economic, and political achievements of women. Yet – year-round – it is important that women and men take collective action and shared responsibility for driving toward a gender equal world.

This year's official theme, [#EachforEqual](#), is drawn from a notion of 'Collective Individualism.' We are all parts of a whole. Our individual actions, conversations, behaviors and mindsets can have an impact on our larger society. Collectively, we can make change happen. Collectively, we can create a gender equal world.

In recognition of the important role men play in gender equity, Jon W., Kellogg Company Lead Food Designer and Leadership Team member of Kellogg's Women of Kellogg (WOK) Business/Employee Resource Group (B/ERG), shares his thoughts on how men can be active participants in driving a more gender equal world.

**Why do you think collective action is important to driving a gender equal world?**

It's important that women *and* men take collective action and shared responsibility for driving toward a gender equal world. As a Leadership Team member of WOK – Kellogg's B/ERG committed to empowering women and engaging men to advocate for gender equity – and a father to two young daughters, I am passionate about creating a gender equal world.

**How can men be a part of the solution?**

Men need to be part of the solution to solve for the gender imbalance in today's world. Those solutions need to be more than just being polite and respectful. We can do more. We can engage with WOK and other B/ERGs toward improving gender equity at Kellogg and within our community. We can stand in solidarity with women, listen to their experiences, and ensure women's voices are heard and amplified. We can choose to challenge stereotypes, fight bias, work to improve policies and celebrate women's achievements. I hope my daughters grow up knowing they have the same opportunities as men, and can have their voices speak with the same weight.

**Why did you join the WOK Leadership Team?**

Two years ago, I was asked to join the WOK Leadership Team. Initially, I was concerned about filling a position that was meant for a woman. However, the team assured me that they wanted to attract *more* men to WOK so they can be an active part of the conversation. Gender equality is essential for economies and communities to thrive. At Kellogg, we're focused on building a culture of inclusion with a commitment to reach 50/50 gender parity, at the manager level and above, by the end of 2025.

**Why is it important to recognize International Women's Day?**

IWD gives all of us a rich opportunity to share our progress and challenges, present new ideas and solutions around gender equity, and develop innovative ways to make a difference on this global issue. After all, if we aren't part of the solution and actively working to achieve gender equity, we're part of the problem in validating the status quo.

In recent years, Kellogg has made good progress to improve our gender equity efforts, but we have more work to do. To inspire conversation and bring further awareness to gender-balance, Kellogg created an [#EachforEqual video](#) highlighting a few Kellogg associates sharing their thoughts about what gender equity means in our day-to-day at Kellogg.

Collectively, we can make change happen. We can advocate for a gender equal world. We can all choose to be #EachforEqual.

For more stories like Jon's, visit [Kellogg Company's official blog, Social K.](#)

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles®*, *Cheeze-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 2019 were approximately \$13.6 billion, comprised principally of snacks and

convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating *Better Days* for 3 billion people by the end of 2030 through our [Kellogg's® Better Days](#) global purpose platform. Visit [www.KelloggCompany.com](http://www.KelloggCompany.com) or [www.OpenforBreakfast.com](http://www.OpenforBreakfast.com).

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**Industries:** Retail, Food & Beverages, Household & Consumer Products

**Languages:** English

**Primary Identifiers:** K-US

**Related Identifiers:** K-US

**Subjects:** Corporate Social Responsibility, Human Interest Groups