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Coborn's Grocery Stores and WK Kellogg Co Donate \$12,000 to Area Middle Schools

ST. CLOUD, MN – Coborn's Inc. and WK Kellogg Co are proud to announce the donation of \$12,000 to four local middle schools through Kellogg's Frosted Flakes Mission Tiger™ program. The project supports junior high athletic programs and student athletes across the country.

A check presentation and celebratory event was held at the Coborn's location on Cooper Avenue in St. Cloud on September 25. Similar events were held at Coborn's on Pine Cone Road in Sartell, Sauk Rapids, and St. Joseph throughout the weekend. All events recognized and celebrated the importance of middle school sports and featured meet and greets with the icon himself, Tony the Tiger®.

The funds will be distributed evenly among four area middle schools and used to purchase uniforms, equipment and technology for athletic programming. These schools include North and South Junior High Schools in St. Cloud, Sartell Middle School and Sauk Rapids – Rice Middle School.

“Community giving is at the heart of our organization and with strategic partnerships, such as with WK Kellogg Co and Mission Tiger, we can help strengthen the wonderful communities that continue to support us,” said Adan Lachmansingh, store director of Coborn's on Cooper Avenue in St. Cloud. “This gift provides more children with the chance to develop valuable skills that go beyond sports, helping them as they grow and ultimately benefiting our communities.”

Since 2019, Tony the Tiger and Kellogg's Frosted Flakes have embarked on a mission to give more kids access to the benefits of sports with the launch of [Mission Tiger](#), an initiative to help save middle school sports.

This marks the second year in a row that Coborn's Inc. and the WK Kellogg Co partnered to bring Mission Tiger to local schools. Last year, Coborn's Inc. Cash Wise Foods grocery stores in North Dakota worked with Tony the Tiger and the Mission Tiger team to donate \$12,000 to 12 different middle schools across the state.

Through this partnership, Coborn's Inc. and WK Kellogg Co continue to demonstrate their commitment to giving back and supporting the communities they serve. By working together, they are helping ensure more students have the opportunity to experience the benefits of middle school sports.

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About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 104-year-old employee-owned grocery retailer with nearly 10,000 employees and 78 grocery stores across Minnesota, North Dakota, South Dakota, Wisconsin, Michigan and Illinois under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#), [Hornbacher's](#), [Kessler's Food and Grocery](#) and [Sullivan's Foods](#) banners. Coborn's, Inc. also operates fuel, liquor, coffee, hardware and pharmacy locations. To support its over 135 various retail business units, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2021, Coborn's, Inc. was named the Shelby Report's Midwest Retailer of the Year. In 2023, the company was recognized by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S. and in 2024 was certified as a Great Place To Work®. Learn more about us at [Coborn's Inc.com](https://www.cobornsinc.com).

About WK Kellogg Co

At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands. Our journey began in 1894, when our founder W.K. Kellogg reimagined the future of food with the creation of Corn Flakes, changing breakfast forever. Our iconic brand portfolio includes *Kellogg's Frosted Flakes*®, *Rice Krispies*®, *Froot Loops*®, *Kashi*®, *Special K*®, *Kellogg's Raisin Bran*®, and *Bear Naked*®. With a presence in the majority of households across North America, our brands play a key role in enhancing the lives of millions of consumers every day, promoting a strong sense of physical, emotional and societal wellbeing. Our beloved brand characters, including Tony the Tiger® and Toucan Sam®, represent our deep connections with the consumers and communities we serve. Through our sustainable business strategy – *Feeding Happiness*™ – we aim to build healthier and happier futures for families, kids and communities. We are making a positive impact, while creating foods that bring joy and nourishment to consumers. For more information about WK Kellogg Co and *Feeding Happiness*, visit www.wkkellogg.com.