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SPRING BREAK KICKS OFF AT KELLOGG'S CEREAL CITY USA™ "Cereal City's Silly Sunny Circus Days" Schedule Presents Fun and Games, April 3-18

Families planning to visit the Midwest the first and second weeks of April will be interested in the schedule for *Sunny Days* celebrations at *Kellogg's Cereal City USA™*, the travel destination and theme attraction in Battle Creek, Michigan. "*Silly Sunny Circus Days*" is named for *Sunny™* the happy, smiling sun character associated with *Kellogg's®* Raisin Bran. The two weeks run from April 3 through 18 to fit with spring break for many Michigan area schools.

"*Silly Sunny Circus Days*" activities include:

- **Carnival Games.** Visit our Silly Circus Game Area and play our silly circus games.
- **Create a Sunny Mask.** Craft instructors help participants use paper plates to create masks.
- **Dancing with Tony the Tiger™.** *Sunny* is the host for this event but *Tony™* is always welcome. Little ones love to dance with *Tony*, the ambassador for *Kellogg's Frosted Flakes®* cereal, so the dances are held three times a day.
- **Scavenger hunt for all ages.** Everyone competes, everyone wins and everyone gets a prize.
- **Face painting by clowns.** No one is better at face painting than a clown, so *Flash* and *Splash* the *Wonder Clowns* will be on hand to decorate youngsters' faces.

For the entire sixteen days, the facility will be decorated in the *Circus* theme. The center's hours are: Monday through Saturday 10 am - 5 pm, Sunday noon - 5 pm. "*Silly Sunny Circus Days*" leads into what *Kellogg's Cereal City™* officials are predicting will be the biggest vacation season yet for the travel site.

This is the seventh year that *Kellogg's Cereal City USA™* has welcomed visitors from throughout the country. The center celebrates the colorful history of the cereal industry with a simulated cornflake production line, state of the art theaters, interactive games, exhibits and many other attractions. The on-site retail store is the largest outlet for *Kellogg's™* themed merchandise and features the largest selection of *Kellogg's* licensed products. Kellogg Company is the world's leading producer of cereal, and began producing breakfast cereals in Battle Creek in 1906.

The Travel Channel lists *Kellogg's Cereal City* among the top three "[best factory tours for kids in the US.](#)" *Disney's Family Fun* web site states, "[Kellogg's Cereal City will bowl your kids over.](#)" *Kellogg's Cereal City USA* is a non-profit facility operated by the Heritage Center Foundation of Battle Creek.
