

General Program Questions: Kellogg's Feeding Reading – Scholastic Book Offer

Which Kellogg's® products are participating in the Kellogg's Feeding Reading – Scholastic Book offer?

Products participating in the Kellogg's Feeding Reading – Scholastic Book offer can be identified by the specially marked promotional banner on the front panel of each product featuring the offer for 1 Box (Pack) = 1 FREE Scholastic Book.

To see the list of all specially marked, participating products [Click Here](#)

What are the Program Terms to participate?

This program is open to legal residents of the 50 United States and District of Columbia, who are 13 years of age or older and registered KFR Members. For complete details, including eligibility criteria and program information, see the Kellogg's Feeding Reading – Scholastic Book offer terms [Click Here](#)

Registration and My Account

How do I register for the Kellogg's Feeding Reading – Scholastic Book offer?

To register for the Kellogg's Feeding Reading – Scholastic Book offer, go to FeedingReading.com from your computer. Click [Log In](#) or [Sign Up](#) to create an account and access the program.

Your email address will be your unique registration identification that gives you easy access to product news, promotions, recipes and coupons from *Kellogg's Family Rewards*™. Once you have created an account you no longer have to repeat the registration process and can simply log in using your email address and password. If you have additional questions about registration, [Contact Us](#).

If I am having password difficulties, what should I do?

Please make sure the password you entered is the one associated with the email address entered. Note that passwords are case sensitive. If you forgot your password, visit the [Log In](#) page to access the "Forgot Your Password" screen. Provide the email address associated with your account on the "Forgot Your Password" page. An email will be sent to your email address with a temporary program-generated password within 24 hours. After logging in with your temporary password, you will be able to create a new password. The temporary password expires after 24 hours. To receive a new temporary password, repeat the above steps.

Please make sure you have added kelloggsfamilyrewards@awardscatalog.com to your "safe sender" list. If you did not receive an email within 24 hours of submission, [Contact Us](#).

Why do you need my mailing address?

The address you enter when registering for the Kellogg's Feeding Reading – Scholastic Book offer will be used to ship the books you redeem unless a different shipping address is specified during the redemption process. We will not use your mailing address for purposes other than specified upon registration for a program.

For more details, see our [Privacy Policy](#). Also, see the [Scholastic's Privacy Policy](#)

Who can I contact to help me if I'm having trouble registering or logging into the Kellogg's Feeding Reading – Scholastic Book offer?

Please review the email address and password you have entered for accuracy.

[Contact Us](#) if you continue having trouble registering or logging into the Kellogg's Feeding Reading – Scholastic Book offer.

Can I have multiple accounts?

Sorry, but no. There is a limit of one account per email address per person. Points cannot be combined between accounts or participants under any circumstances.

Can I update my email address?

Sorry, but no. You cannot update your email address for the Kellogg's Feeding Reading – Scholastic Book offer. Your email address will be your unique registration identification that gives you easy access to product news, promotions and recipes from *Kellogg's*. Please sign up with an email address that you will use for the length of the program.

Receipt upload and Kellogg's Feeding Reading – Scholastic Book offer account balance

Where do I upload my receipt?

Log in to Kellogg's Feeding Reading – Scholastic Book offer at [FeedingReading.com](#) to register and upload your receipt from the program's home page.

How do I upload a receipt?

After registering or logging into [FeedingReading.com](#), select "Upload Receipt" and then click on the "Submit" button. Once you have submitted your receipt(s) for Kellogg's Feeding Reading – Scholastic Book offer, your account balance will be updated within 3 days. For details, see [How It Works](#). You can upload up to five receipts per week. Receipts must be uploaded within 30 days of purchase.

Please [Contact Us](#) if you receive an error message or have additional questions about uploading your receipt(s).

How will I know how many participating products have counted toward the Kellogg's Feeding Reading – Scholastic Book offer in my account?

Once you have logged in, your balance will always be displayed on the top right corner of the page. You may also view your balance at any time by visiting [Your Dashboard](#). If you have additional questions about your code balance for your account, [Contact Us](#).

What if my account balance doesn't seem accurate?

Please review your account balance in [Your Activity](#). Your Activity will display all actions taken with your account. If you believe after checking that your account balance is not accurate, [Contact Us](#).

What is a book credit?

A book credit is a sixteen (16) digit alphanumeric code that is provided upon confirmation of purchase for participating items in the Kellogg's Feeding Reading – Scholastic Book offer program. Each purchase of a participating product during the promotional term will earn a credit. A total of 10 book credits can be earned per participant, for any Kellogg's Feeding Reading – Scholastic Book offer.

How are Book credits deducted from my account?

If you redeem your book credit(s) for a book(s), the corresponding number of credits will be deducted from your total account balance.

I tried to upload my receipt but received a message that it was not accepted. What should I do?

Please review the message received and try uploading receipt again. Please [Contact Us](#) if you continue to receive an error message or have additional questions about uploading your receipt(s).

Is there a limit to the number of credits I can receive or number of receipts I can upload?

A total of 10 book credits can be earned per participant for any Kellogg's Feeding Reading – Scholastic Book Offer. To be eligible, purchase of participating products must be made by September 30, 2018, at 11:59:59 p.m. ET and receipts must be uploaded within 30 days of purchase, no later than 10/30/18 with a maximum of five receipts per week. See [How It Works](#) for more details.

Can I convert my Kellogg's Feeding Reading – Scholastic Book offer credits into cash?

Sorry, but no. Kellogg's Feeding Reading – Scholastic Book offer credits have no cash value and are non-transferable. You may use credits only to redeem for books or donate Scholastic Books from the Kellogg's Feeding Reading – Scholastic Book offer rewards catalog.

Will my Kellogg's Feeding Reading – Scholastic Book offer credits expire?

Yes. All credits and codes will expire at the end of the Kellogg's Feeding Reading – Scholastic Book offer program and must be redeemed in the KFR Catalog by 12/18/18 at 11:59:59 p.m. ET. Book credits have no cash value and are non-transferable.

Can I still use credits from the Kellogg's Fantastic Scholastic Book offer from 2017?

Sorry, but no. Book credits from any previous programs are not valid for use in the 2018 Kellogg's Feeding Reading – Scholastic Book offer.

About the Kellogg's Feeding Reading – Scholastic Book offer Rewards Catalog**What books are available as part of the Kellogg's Feeding Reading – Scholastic Book offer?**

Available book titles, are listed in the Kellogg's Feeding Reading – Scholastic Book offer rewards catalog at FeedingReading.com. Please Note: During promotion period, available book titles may change.

How long will free Scholastic books be available?

The free Scholastic books offered through the Kellogg's Feeding Reading – Scholastic Book offer at Sam's Club are available through December 18, 2018. In order to earn credits in the program, purchases must be made by September 30, 2018 at 11:59:59 p.m. ET. Receipts must be uploaded within 30 days of purchase by 10/30/18 and codes must be redeemed by 12/18/18, with a maximum of five receipts per week. See [How It Works](#) for more details.

How will I know if I have enough Kellogg's Feeding Reading – Scholastic Book offer credits available to redeem for free Scholastic books?

Your Kellogg's Feeding Reading – Scholastic Book offer account balance will appear at the top right corner of each page once you've logged into the site. Each free Scholastic book requires one credit to redeem.

If you have selected a Scholastic book but do not have credits available, a message will display indicating a credit is needed to redeem the item. For more details, see [How It Works](#).

Donating books

For the 2018 Kellogg's Feeding Reading – Scholastic Book offer, books can be donated in two ways: Donation to a school or library of your choice.

Can I donate my book to a school or library of my choice?

Yes. You have the option of donating a book(s) to a school or library of your choice, **instead of receiving it at the address registered to your KFR account.** When you are ready to redeem your credits collected for the offer, just select "Donate Your Book" to begin the donation process. You will then be prompted to select either a school or library that will receive your book donation.

What book titles can I donate?

You can pick from any of the available titles in the Kellogg's Feeding Reading – Scholastic Book offer program.

Can I select where I want my donated book(s) to go?

Yes. The Kellogg's Feeding Reading – Scholastic Book offer program allows you to donate a book(s) to the school or library of your choice. When you are ready to redeem your credits collected for the offer, just select "Donate Your Book" to begin the donation process.

What is the value of my donation?

There is no value associated with the book titles or your donation.

Will I receive or how can I obtain a receipt of my donation for tax purposes?

Sorry, but we are unable to provide a receipt for your donation.

Will the school or library know who made the donation? Yes. There is a message on the envelope that includes your last name only as the donor. For example:
Donation from Smith Family.

Fulfillment

When can I expect to receive my Scholastic book(s)?

All Kellogg's Feeding Reading – Scholastic Book offer orders placed will receive an email confirmation within 24 hours. Please note: The confirmation email will be sent to the email address linked to your account. Please make sure you have added kelloggsfamilyrewards@awardscatalog.com to your "safe sender" list.

Emails are sent after completing an action (redemption and forgot password) in the Kellogg's Feeding Reading – Scholastic Book offer program. If you have not received an email within 24 hours, [Contact Us](#).

We ask that you allow up to eight weeks for delivery. If you would like to check the status of your Kellogg's Feeding Reading – Scholastic Book order, [Click Here](#).

If multiple books are ordered, are they shipped together or separately?

While an order for multiple books may be placed at the same time, books are shipped separately. We ask for your patience if you receive part of your order one day, knowing that your other books will arrive soon.

**I donated my book to a school or library. Is there anything else I need to do?
How will I know if the donated book has been shipped?**

The donated book will be shipped directly to the school or library in an envelope that says it was generously donated by your family (using your last name only, as an identifier). You can see the shipping status in the order confirmation area.

Will I be required to pay shipping and handling costs for Scholastic books I have redeemed?

No. There are no shipping and handling costs associated with items redeemed in the Kellogg's Feeding Reading – Scholastic Book offer program.

Can you ship my Kellogg's Feeding Reading – Scholastic Book(s) to a P.O. Box or APO/FPO address?

Book(s) can be delivered to U.S. street addresses and APO/FPO addresses. Sorry, we cannot ship to P.O. Boxes.

Technical Questions

How can I share the Kellogg's Feeding Reading – Scholastic Book offer with friends and family?

Click one of the "Share" buttons located in the top right corner of the Kellogg's Feeding Reading – Scholastic Book offer site. For assistance with a "Share" button, see one of the following help sites.

- Add This: <https://www.addthis.com/help#.Tybdlv1244Q>
- Facebook: <http://www.facebook.com/help/like>
- Twitter: <http://support.twitter.com/groups/50-welcome-to-twitter#>

If you have additional questions, please [Contact Us](#).

ADDITIONAL QUESTIONS

Is this an extension to the Fantastic Scholastic Book offer that ended in 2017?

No. This is a new offer that will run through September 30, 2018, at 11:59:59 p.m. ET.

Where can I find specially marked, participating packages?

Specially marked, participating packages are available nationally wherever Kellogg's products are sold, while supplies last.

How do I participate?

Look for specially marked, participating packages at retail outlets nationwide. Purchase a participating product by September 30, 2018 at 11:59:59 p.m. ET, then upload your receipt at FeedingReading.com within 30 days of purchase, no later than 10/30/18. Once your receipt is uploaded, you will receive a code for a book credit that can be used to redeem for a free Scholastic book at FeedingReading.com. One book credit is required to receive your free book.

What books are available?

There are over 80 Scholastic book titles available from beginning readers to teens. Some titles are available in bilingual and Spanish. Visit FeedingReading.com to see the rewards catalog of available books.