

BATTLE BREWING IN BATTLE CREEK



Catholic League president Bill Donohue comments as follows:

Tomorrow at 9:00 a.m. ET, I will be interviewed on WBCK in Battle Creek, Michigan, home of Kellogg's. I will discuss the cereal company's defense of an obscene, anti-women, anti-Christian picture—it showed a nativity scene ornament in between the legs of a naked woman—that was flashed on the screen of the April 16 episode of Jon Stewart's "The Daily Show." To listen to the show live click [here](#).

The radio station is heard in Kalamazoo, a city where many who work at Kellogg's reside; the signal extends throughout southern Michigan. In addition, the program, "Live with Renk," is the #1 show in the Kalamazoo/Battle Creek area.

When we are finished, everyone will know about Stewart's "vagina manger" stunt. But we also want the whole country to know how Kellogg's, once identified as American as apple pie, has now sunk so low that it actually underwrites anti-Christian bigotry.

Professors take note: The corporate arrogance of Kellogg's is suitable for classroom discussion in courses on business ethics. Also recommended for discussion is the corporate responsibility of Delta; the airline company pulled its sponsorship of "The Daily Show."

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