



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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**For Immediate Release:**  
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## **Extension of Task Force on Media and Childhood Obesity**

Washington, DC – The Joint Task Force on Media and Childhood Obesity is being extended through the end of the summer. The Task Force, whose participants include representatives from the media, advertising, and food and beverage industries, will hold its final meeting and release its formal report by early September.

Since convening for its first meeting in March, the Task Force has been considering the impact of the media on the rise in childhood obesity rates and a variety of measures to address this alarming trend.

The extension will enable the Task Force to continue to identify ways in which the media industry, along with the advertising, and food and beverage industries, tackles food marketing to children in order to reduce the rates of childhood obesity.

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*Note: While the Federal Communications Commission participates in the Task Force on Media and Childhood Obesity, it does not manage or control its activities.*