



# 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. Cir. 1974).

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**FOR IMMEDIATE RELEASE**  
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## **COMMISSIONER MICHAEL J. COPPS COMMENTS ON DISCOVERY KIDS' LICENSING COMMITMENT**

Commissioner Michael J. Copps issued the following statement in response to the announcement today by Discovery Kids that the company will license its name and characters only in connection with healthy food and beverage products:

“It’s good news that the Discovery Kids brand will be used to promote only nutritious, wholesome foods. This is the kind of commitment we hope more media companies will soon make. It will take tough and concerted action by both food and media businesses if we are really serious about putting an end to junk food ads aimed at our kids.”

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