



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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COMMISSIONER DEBORAH TAYLOR TATE APPLAUDS THE CARTOON NETWORK FOR PLEDGING TO USE ITS CHARACTERS TO PROMOTE HEALTHY CHILDREN'S FOODS

Today The Cartoon Network joins numerous food and media companies responding to the concerns of parents and health experts over staggering rates of childhood obesity. Beginning January 2008, The Cartoon Network will allow its characters to appear only in ads that promote healthier foods and more active lifestyles.

“I applaud The Cartoon Network for making this pledge,” said Commissioner Tate. “I am glad to see industry taking the lead, and I hope this is just the beginning of an avalanche of industry pledges promoting healthy foods for children.”