



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 CONGRATULATES ION MEDIA ON ITS PLEDGE TO SUPPORT HEALTHY AND ACTIVE LIFESTYLES FOR CHILDREN

Ion Media and its multi-platform children's entertainment network, qubo, announce today that they will no longer air ads featuring unhealthy children's foods. They will also seek to grow ad categories that emphasize healthy and physically active lifestyles.

"Ion's announcement demonstrates that the commitment to children's health is nationwide," said Commissioner Tate. "VeggieTales, produced in Franklin, Tennessee, is one of Ion's most popular children's programs. I am pleased that companies in every corner of America are joining the fight to end childhood obesity."