



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 THE DANNON COMPANY ON ITS
PLEDGE TO ADVERTISE ONLY HEALTHY FOODS TO CHILDREN UNDER 12**

“Today The Dannon Company joins fourteen other food and beverage companies pledging their support in the fight against childhood obesity. By pledging that 100% of its advertisements targeting children will be for foods that meet the Better Business Bureau's approved nutrition guidelines, Dannon is doing its part to help eradicate this national health epidemic. Given that children under 8 generally cannot understand the persuasive intent of advertising, and that approximately ten million children in this country are obese or at risk of becoming obese, I challenge all food and beverage companies that have not made such pledges to follow these fifteen industry leaders, in improving the lives of America's children.”