



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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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NEWS MEDIA CONTACT:
Amy Blankenship at (202) 418-2500

COMMISSIONER DEBORAH TAYLOR TATE APPLAUDS SENATOR LAMAR ALEXANDER FOR CHILDHOOD OBESITY HEARING

I applaud Senator Alexander, Chairman of the Senate Republican Conference, and ranking member on the Senate Subcommittee on Children and Families, for holding a hearing regarding the national epidemic of childhood obesity in Nashville, Tennessee. This follows on the heels of another national forum held by the FCC and Vanderbilt University Medical Center, specifically focused on the science behind childhood obesity, as well as the roles of the media and advertising. As a member of the Joint Task Force on Media & Childhood Obesity, I appreciate the work of Congress, as well as many state and local government leaders, seeking to find new ways to promote healthy foods and active lifestyles. I continue to challenge and encourage media, advertising, and food and beverage companies, to work toward self-regulatory solutions to this very real health threat. I believe we must continue to focus national attention on this pressing public health issue which reportedly costs our already overburdened healthcare system approximately \$14 billion annually. Ten million American children are depending on us -- government leaders, parents, teachers, industry representatives, and advocates -- to work together to solve this epidemic.