



# NEWS

**Federal Communications Commission**  
445 12<sup>th</sup> 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).

---

FOR IMMEDIATE RELEASE  
July 29, 2008

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

## **Statement of Commissioner Deborah Taylor Tate on the Progress of the Children's Food & Beverage Advertising Initiative Promoting Healthy Foods and Active Lifestyles**

America's parents will be pleased with today's Report, which shows that fourteen of America's food and beverage companies, which account for more than two-thirds of total food advertising expenditures, have met their pledge obligations. I want to praise them for the steps they have taken-- some are true industry leaders, having agreed not to advertise any food and beverage products to children under 12. Other companies are advertising only "better for you" products. While these are positive first steps, I plan to continue challenging more media companies to embrace their own voluntary, self-regulatory initiatives. I will continue to shine a spotlight on the epidemic of childhood obesity, as well as positive steps being taken by the food and beverage, media, and advertising industries.