

***Perspectives on Marketing,
Self-Regulation and
Childhood Obesity***

**Victoria Rideout, M.A.
Kaiser Family Foundation**

**FTC/HHS Workshop
July 2005**

HERSHEY'S KidzTown HOME

AD ALERT!



ABOUT HERSHEY



FUN & GAMES



KID'S RECIPES



QUIZ TIME



Kid's Privacy
Safe Harbor

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Welcome to Hershey's KidzTown, the sweetest place online! Here, you can learn about delicious Hershey products, play games, find recipes and enjoy yourself. Hershey's KidzTown is the place for fun! We hope you'll visit us often.



HERSHEY'S

SYRUP SQUIRT

SCORE

31

TIME

0:02

PLAY & Learn with Ronald McDonald

COME ON IN!
There are lots of games to play and things to learn. Click on one of the buttons below to get started.

HIDE & SEEK

Get Moving With Ronald McDonald

How Tall Am I?

MORE GAMES

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HAPPY MEAL WORKSHOP

Ronald.com

Welcome
to the Workshop.
There are lots of games
and things to do.
Let's play!!



Ronald's
PlayPlace

Hamburglar's
Hideout

Birdie's
Treehouse

Grimace's
Garage

Happy Meal
Workshop



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NEW Gold & Silver Pokémon Coins



Macaroni & Cheese

DINNER

POKÉMON



NET WT
5.5 OZ (156g)











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