



About the Children's Advertising Initiative,

Under the Children's Advertising Initiative, 19 of Canada's leading food and beverage companies (Participants), whose advertising represents an overwhelming majority of the food and beverage advertising in children's programming have committed to shifting their advertising directed to children under 12 to the promotion of healthier dietary choices, or to not advertise to children.

Participant's Commitments

Under the Children's Advertising Initiative:

- Ten Participants are directing 100% of their advertising primarily to children under 12 to healthier dietary choices in accordance with standards that are consistent with scientific and government nutritional standards. (Burger King Restaurants of Canada, Inc., Campbell Company of Canada, Danone Inc., General Mills Canada Corporation, Kellogg Canada Inc., Kraft Canada Inc., McDonald's Restaurants of Canada Limited., Nestlé Canada Inc., Parmalat Canada, and Post Foods Canada Corp.
- Nine Participants are not directing advertising to children under 12. (Coca-Cola Ltd., Ferrero Canada Ltd., Hershey Canada Inc., Janes Family Foods Ltd., Mars Canada Inc., McCain Foods (Canada), PepsiCo Canada, Unilever Canada Inc., and Weston Bakeries Limited.)

The program covers advertising on television, radio, in print and on the Internet, as well as on:

- video and computer games rated "Early Childhood" or "EC," which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12,
- DVDs of movies that are rated "G" whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12,
- mobile media such as cell phones, PDAs and through word of mouth where advertising on those media is primarily directed to children under 12.

Participants have also committed to:

- incorporate only products that represent healthy dietary choices in interactive games primarily directed to children under 12 years of age,
- reduce the use of third party licensed characters in advertising directed primarily to children under 12 that does not meet the Children's Advertising Initiative criteria for healthy dietary products,
- not pay for or actively seek to place food and beverage products in program/editorial content of any medium primarily directed to children, and
- not advertise food or beverage products in elementary schools – pre-kindergarten through Grade 6.

Program Administration

To ensure program transparency and accountability, Advertising Standards Canada (ASC), the independent advertising self-regulatory body, is responsible for program administration, including:

- approval of each Participant's Commitment,
- publication of the Participants' Commitments on a dedicated section of ASC's website,
- conducting an annual audit of each Participant's compliance with its Commitment, and
- reporting publicly on the results of the audits.

Additional Information

Further information about the Children's Advertising Initiative, as well as details of the Participants' Commitments is available at: www.adstandards.com/childrensinitiative.