



Advertising Standards Canada  
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## Post Foods Canada Corp. Joins Canadian Children's Food and Beverage Advertising Initiative

**(Toronto, December 8, 2009)** Advertising Standards Canada (ASC) today announced that Post Foods Canada Corp. (Post) has joined the Canadian Children's Food and Beverage Advertising Initiative (Children's Advertising Initiative). Post produces several well-known breakfast cereals including Honeycomb and Alpha-Bits.

The addition of Post brings the membership of the Children's Advertising Initiative to 19 leading Canadian food and beverage companies. Under the Children's Advertising Initiative, participants have agreed to shift their advertising to foods and beverages that are consistent with the principles of sound nutrition guidance, or not to advertise to children under 12.

Post has committed that 100% of its advertising on television, radio, print and on the Internet directed primarily to children under 12 years of age will be for products that meet the Children's Advertising Initiative's nutrition criteria.

"We are delighted to welcome Post Foods Canada Corp. as the latest participant in the Children's Advertising Initiative. Through this voluntary program, the participating companies are tangibly demonstrating their continuing commitment to responsible advertising to children and effective advertising self-regulation," said Linda Nagel, ASC President and CEO.

"Post Foods is pleased to announce its participation in the Canadian Children's Food and Beverage Advertising Initiative. We recognize the importance of responsible advertising to children and are proud to be involved in this important initiative encouraging healthy living," said Jennifer Hutchinson, General Manager, Post Foods Canada Corp.

As part of this initiative, Post will:

- Incorporate only products that represent healthier dietary choices in interactive games primarily directed to children under 12 years of age;
- Restrict advertising directed primarily to children under 12 that uses third-party licensed characters to products that meet the Children's Advertising Initiative's nutrition standards;
- 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.

The 19 participating companies in the Children's Advertising Initiative are: Burger King Restaurants of Canada, Inc., Cadbury Adams Canada Inc., Campbell Company of Canada, Coca-Cola Canada, Ferrero Canada Ltd., General Mills Canada Corporation, Hershey Canada Inc., Janes Family Foods Ltd., Kellogg Canada Inc., Kraft Canada Inc., Mars Canada Inc., McCain Foods Canada, McDonald's Restaurants of Canada, Nestlé Canada Inc. Ltd., Parmalat Canada, Inc., PepsiCo Canada ULC, Post Foods Canada Corp., Unilever Canada Inc., and Weston Bakeries Limited.

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;
- Conducting an annual audit of each participant's compliance with its Commitment; and
- Reporting publicly on the results of the audits.

Further information about the Children's Advertising Initiative, including details of all participants' Commitments and the *Year One Compliance Report* can be found at: <http://www.adstandards.com/childrensinitiative>.

### **Advertising Standards Canada**

Advertising Standards Canada (ASC) is the national independent advertising industry self-regulatory body committed to creating and maintaining community confidence in advertising. ASC members, leading advertisers, advertising agencies, media and suppliers to the advertising industry, are committed to supporting responsible and effective advertising self-regulation. A not-for-profit organization, ASC administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumers' complaints about advertising. Complaints are adjudicated by independent volunteer councils, comprising senior industry and public representatives. ASC reports to the community on upheld complaints in its online *Ad Complaints Reports*. Through ASC Clearance Services, ASC provides advertising copy review in five regulated categories to ensure compliance with specific laws, regulations, codes and guidelines.

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