



17 May 2005

Media Release

Have your say and vote in the 2005 Children's TV Advertising Awards

This year is the inaugural Children's TV Advertising Awards where parents have a chance to vote for their best and worst children's television food advertisements.

When the Parents Jury began in 2004, the founding parents were unanimous in calling for the banning of junk food advertising during peak children's television viewing time.

Nominations for the **Pester Power** award, the **Smoke and Mirrors** award and the **Parents Choice** award are being announced today and parents are invited to join The Parents Jury and have their say and raise the profile of the advertising issues around junk food.

Television is a powerful medium and Australian families are facing more sophisticated advertising and marketing techniques every day. Celebrities, toys, link ups with cartoon characters and films are used to entice children to nag for products they see advertised during children's viewing times.

Advertising does not always give you the full story about products that are marketed as healthy.

One of the awards, the Parents Choice Award recognizes companies that make an effort to be responsible in their advertising.

In August 2004 The Parents Jury was set up to give parents a voice in the debate on children's food and physical activity environments to address the obesity epidemic.

Foundation Parents Jury member, Brenda Templeton said, "It's time to shift some of the responsibility for the health of our children to the junk food companies. They continually push their unhealthy products during children's television shows and this contributes to the children pestering parents for the items they see."

"Junk food advertising during children's programming should be banned, and instead we should be presenting our children with a greater range of healthy food options"

Obesity expert Professor Boyd Swinburn said, "Nearly 30 per cent of Australian children are overweight or obese and that figure is growing at almost 1 per cent every year."

“It is evident that for children who are overweight, exposure to these adverts exacerbates their already unhealthy eating lifestyle.”

“It's human nature to take the easy route. Junk food and watching the television is easy, while eating properly and exercising are not. We need to make the easy choices the healthy choices.”

“These awards are the best way for parents to voice their concerns about television advertising targeting children. The advertisements nominated are memorable and have certainly impacted many parents on the jury.” Prof Swinburn said.

Join over 300 concerned parents and add your voice to this issue by registering on www.parentsjury.org.au and voting for the nominated advertisements. Voting closes at midnight on Monday 13 June 2005.

The nominations are:

The Pester Power Award

Has your child ever nagged you to buy a particular food or drink? *Advertisers call it pester power, and use increasingly sophisticated techniques to attract children.*

And the nominations are:

**McDonald's Happy Meal
Uncle Toby's OT's
Uncle Toby's Fruit Roll-up Reels**

The 'Smoke and Mirrors' Award

Some phrases are advertised on children's food packaging to make the products sound extra healthy like 'no added sugar' or 'no preservatives'. But are some of these products only telling you half the story?

And the nominations are:

**Fererro Nutella
Kellogg's Coco Pops
Kellogg's Nutri Grain**

The Parents Choice Award

When we are constantly bombarded with aggressive junk food advertising it's important to support companies who promote and produce healthy food choices for children.

And the nominations are:

**Bananas
Go For 2 + 5
Sanitarium Weet Bix
Apples**

To arrange interviews and for more detail of advertisements please contact:

Kirsten Pilatti - Media and Communications

The Cancer Council Victoria Mobile: 0419 552 719

Lyn Curtis - Communications

Diabetes Australia - Vic Mobile: 0411 019 924