

# Children's Food Campaign July 2012

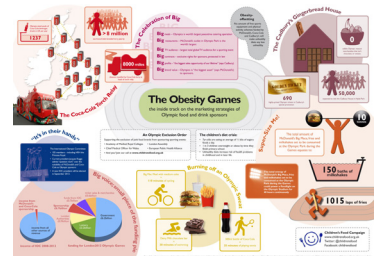


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Dear friends of the Children's Food Campaign,

As we get set to celebrate the start of the London 2012 Olympic Games, there is much to be thankful for and to cheer. However, the unrivalled platform that Coca-Cola, McDonald's and Cadbury's have been given to promote their unhealthy brands and products is not one of them.

[Get the inside track on junk food sponsorship at the Olympics - in one handy infographic](#)



## The Obesity Games

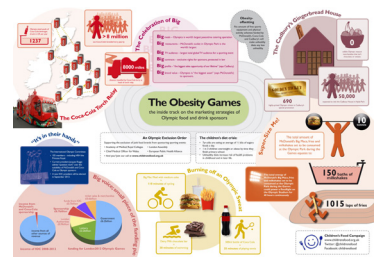
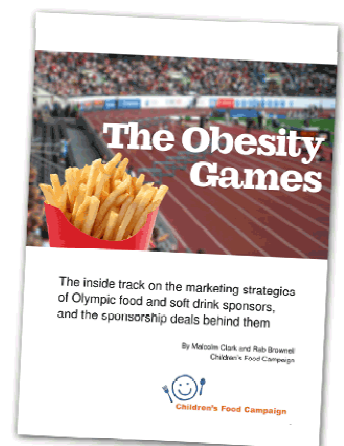
For the past few months you've been telling us that chocolate mascots, a torch relay fronted by a sugary drinks firm and the construction of the world's largest burger restaurant are not what you had in mind for the public celebration of a global sporting spectacular. We agree! And, picking up the baton, we have examined the Olympic-marketing tactics of these companies in more detail, and also the International Olympic Committee's approach to sponsorship.

[Yesterday we launched our report: The Obesity Games](#)

Our findings: at every turn, the sponsorship of the Games - from the companies selected, to the terms of the deals agreed, to the way that they are implemented - seems to be set up to make the healthy choice a harder choice for parents and children.

Let us bust a myth: despite what the IOC and the organisers of the Games claim about how vital sponsorship revenue is, the Olympics do not need this money and the Games would still go ahead just fine without it. Corporate sponsorship accounts for less than 10% of the total funding for the London2012 Games, and junk food sponsors contribute only around 2% of the IOC income. Yet such sponsorship exerts a disproportionate influence on the Games and on children's eating habits.

[See how Coca-Cola, McDonald's and Cadbury's exploit their unrivalled Olympic platform to promote their unhealthy brands and products](#)



Our recommendations for an Olympics that better reflects the original Olympic values and spirit:

- (i) An Olympic Exclusion Order - the exclusion of junk food brands from sponsoring sporting events.
- (ii) A 'five-a-day' special sponsorship category - for companies or brands that are healthier across their range.

- (iii) The introduction of robust healthy eating standards - for all future Olympics and other major sporting events
- (iv) Tightening up existing marketing regulations – to protect children from all forms of junk food marketing

At the end of the Games we will be launching a campaign action based on the report. But in the meantime it is up to all of us – whether spectators, armchair fans or Olympic refuseniks – to make a stand against the double standards which see companies making fat profits out of a sporting event at the expense of the health of our children and young people.

You can do that by:

- viewing *The Obesity Games* [infographic](#)
- sharing it online: post it on your Facebook wall, link to it on Twitter, email it to your friends
- printing out a copy and sticking it up on your wall or pinboard for others to see.

Thanks, and enjoy the festivities and sporting action to come,

**Malcolm Clark**

Children's Food Campaign Co-ordinator

PS. For our media release on The Obesity Games report, [click here](#).

PPS. Hurry to have your say on food labelling! Only a few days left to tell the government that they should be recommending to the food industry that they adopt traffic light labels as the standard way of displaying nutritional information on the front of packaging. [Click here to do this now](#).



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