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13 September 2012

Dear Lord Coe,

We would like to thank you – and all your team at LOCOG – for organising an amazing sporting spectacle and a celebration of the best of human endeavour and spirit.

Olympic and Paralympic champions, like the ones crowned in London, are created from years of hard work, exercise and a healthy diet. We are very concerned that the importance of a healthy diet – for sporting success and for tackling obesity – has been downplayed by the Olympic movement for commercial gain, and is in real danger of being left out of the legacy entirely.

We want to register our unhappiness with the prominence given to sponsors whose primary products are high in sugar and calories, and who have used the unrivalled marketing opportunities provided by the Games to promote junk food and drink to children. As outlined in the Children's Food Campaign's Obesity Games report, the healthier choice has been made the harder choice.

The inspirational moments of these Games came from the feats of the athletes not from the actions of the sponsors or from their money, which amounted to only a tiny part of the total budget. We are dismayed that the International Olympic Committee has decided to extend its sponsorship deals with Coca-Cola and McDonald's until 2020, and to do so without introducing new conditions which would ensure sponsors market their products more responsibly.

Please can you:

1. acknowledge our concerns within your London2012 post-Games evaluation report.
2. feed these concerns back to the International Olympic Committee, in particular to its President and Vice-Presidents.
3. recommend that robust healthy eating standards be included in the Food Vision for future Olympic and Paralympic Games.
4. use your new role as a Legacy Ambassador to promote healthy eating initiatives and pursue opportunities that are not undermined by the involvement of junk food brands.

Yours sincerely,

the undersigned

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Jean	Adams	Morpeth
Mark	Adelman	london
Erika	Adler	Brighton
Rob	Ager	Twyford
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Linda	Allen	Hampton
Vivien	Anderson	Stanford-Le-Hope
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Paul	Atkin	London
Sue	Bagnall	Bradford
Margaret	Bailey	Thornton Cleveleys
Tibbie	Baker	Teddington
Gillian	Banks	Leeds
Elizabeth	Barker	Bude
Sarah	Barry	Glasgow
Anita	Bean	Ashtead
Kathleen	Beasley	Worcester
Rhiannon	Beattie	Telford
Duncan	Beedie	Bristol
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Keith	Bradbury	Cannock
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Debbie	bright	faversham
Hannah	Brinsden	Epsom
Chloe	Brotheridge	London
Zoe	Broughton	Lincoln
Pat	Brown	Sutton Coldfield
Robert	Brownell	London
Peter	Buchanan	Edinburgh
Claire	Buckingham	Broadstairs Kent
Vivianne	Buller	Whitley Bay
Sally	Bunday	Chichester
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Lyndsey	Burt	Lewes
Rosemary	Bynam	Southampton
Nicola	Calder	Manchester
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George	Casley	London
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Jeremy	Cassidy	London
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Anne	Clark	London
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Amy	Clifford	Bristol
Cheryl	Cohen	London
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Susan	Cole	Edinburgh
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Ross	Compton	London
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Jane	Everett	Durham
Laura	Fariss	Rutherglen
Melanie	Fariss	Glasgow
Matt	Faulkner	Taunton
Fiona	Faulkner	Taunton
Meraud	Ferguson Hand	Charlbury
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Robert	Fleming	Wakefield
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Suzanne	Gallagher	Glasgow
John	Gamblin	Cardiff
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Emma	Gardner	Redhill
Steve	Garrett	Cardiff
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Sara	Ward	Brentford
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