

Olympic-sized pools of Coca-Cola beverages drunk in UK per year

1237

> 8 million

see Coca-Cola's branded lorry pass by

8000 miles

distance travelled by Coca-Cola lorry at head of torch relay

The Celebration of Big

- Big** meals – Olympics is world's largest peacetime catering operation
- Big** restaurants – McDonald's outlet in Olympic Park is the world's largest
- Big** TV audience – largest total global TV audience for a sporting event
- Big** contracts – exclusive rights for sponsors, protected in law
- Big** profits – "the biggest sales opportunity of our lifetime" (says Cadbury)
- Big** brand value – Olympics is "the biggest asset" (says McDonald's) to sponsors.

Obesity-offsetting

No amount of free sports equipment and physical activity schemes funded by McDonald's, Coca-Cola and Cadbury's will make unhealthy diets any less unhealthy.

The Cadbury's Gingerbread House

0

edible Olympic mascot merchandise that isn't chocolate or sweets

50,000

expected to visit the Cadbury House in Hyde Park

GOLDEN TICKET
★ADMIT ONE★

690

highly-priced Olympic tickets in Cadbury's special promotion

The Obesity Games

the inside track on the marketing strategies of Olympic food and drink sponsors

The Coca-Cola Torch Relay



"It's in their hands"

The International Olympic Committee:

- 105 members – including HRH the Princess Royal.
- Current president Jacques Rogge admits "question mark" over the suitability of McDonald's and Coca-Cola as Olympic sponsors
- A new IOC president will be elected in September 2013.

An Olympic Exclusion Order

- Supporting the exclusion of junk food brands from sponsoring sporting events:
- Academy of Medical Royal Colleges
 - London Assembly
 - Chief Medical Officer for Wales
 - European Public Health Alliance
 - And you? Join our call at www.childrensfood.org.uk

The children's diet crisis:

- 7yr-olds are eating an average of ½ kilo of sugary foods a day.
- 1 in 3 children overweight or obese by time they finish primary school.
- Unhealthy diets increase risk of health problems in childhood and in later life.

Super-Size Me!

The total amount of McDonald's Big Macs, fries and milkshakes set to be consumed at the Olympic Park during the Games equates to:



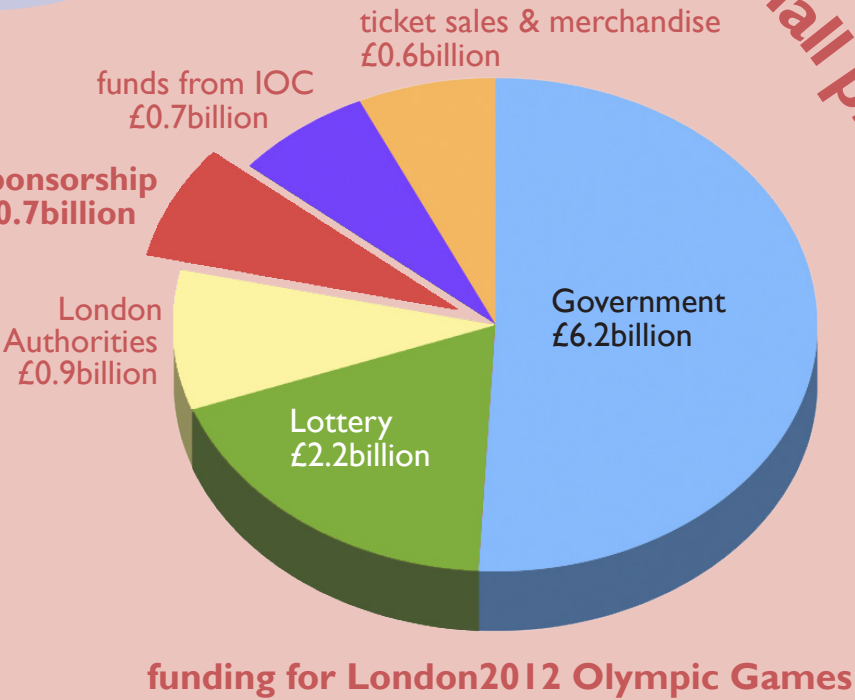
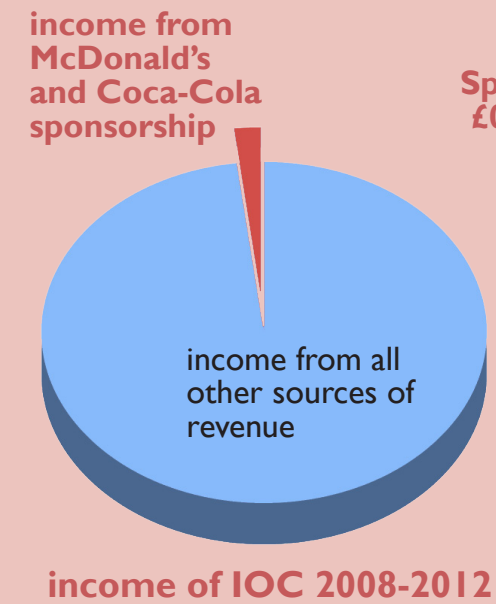
10 tonnes

150 baths of milkshakes

The total energy of McDonald's Big Macs, fries and milkshakes set to be consumed at the Olympic Park during the Games could power a floodlight on the Olympic Stadium for 40 hours continuously

1015 laps of fries

Big voice; small piece of the funding pie



Burning off an Olympic Sweat

Big Mac Meal with medium coke = **110 minutes** of cycling



Dairy Milk chocolate bar = **30 minutes** of swimming



500ml bottle of Coca Cola = **25 minutes** of playing tennis



Children's Food Campaign
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