

# NEWS RELEASE

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For More Information Contact:  
Gary Ruskin (503) 235-8012

## **Surgeon General's Anti-Obesity Plan Does Too Little to Protect Kids, Says Commercial Alert**

Following is a statement by Gary Ruskin, executive director of Commercial Alert, regarding the U.S. Surgeon General's report on obesity.

"It's good that the Surgeon General wants schools to restrict students' access to vending machines and school stores that sell junk food. But this is not enough."

"Schools should cease serving as dispensaries of pathology for our nation's children, period. That means no more advertising of junk food in the schools."

"In particular, Federal and state government should prohibit Coca-Cola and PepsiCo from using the schools to market junk food to children. And Channel One should be banned from schools across the country, because it aggressively promotes junk food and soda pop to captive audiences of school children."

"The federal government is a prime culprit here. It subsidizes the manipulation of the nation's children, and the undermining of their health, through tax deductions for advertising aimed at them. These taxpayer subsidies help undermine the authority of parents. They promote obesity and other health problems, which create enormous financial burdens for our nation."

The Surgeon General's report "The Surgeon General's Call To Action To Prevent and Decrease Overweight and Obesity 2001" is available at:  
<<http://www.surgeongeneral.gov/topics/obesity/calltoaction/toc.htm>>

Commercial Alert's mission is to keep the commercial culture within its proper sphere, and to prevent it from exploiting children and subverting the higher values of family, community, environmental integrity and democracy. Commercial Alert's website is at <[www.commercialalert.org](http://www.commercialalert.org)>.