

NEWS RELEASE

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Sugar Industry Threatens WHO Budget Over Dietary Guidelines

Today's *Washington Post* reports that the Sugar Association has threatened the World Health Organization's budget over new dietary guidelines that free sugars comprise less than 10% of total daily calories consumed. The threat includes "asking Congressional appropriators to challenge future funding of the U.S.'s \$406 million contributions...to the WHO," the Sugar Association wrote to the WHO on April 14th.

The Sugar Association's letter containing the threat is at:
<<http://www.commercialalert.org/sugarthreat.pdf>>.

"This is an outrageous threat designed to stop the World Health Organization from protecting public health," said Gary Ruskin, executive director of Commercial Alert. "The threat is especially repugnant given the alarming incidence of marketing-related and diet-related chronic diseases, such as obesity and diabetes, both in the United States and many other countries."

The *Washington Post* article is at <<http://www.washingtonpost.com/wp-dyn/articles/A17583-2003Apr22.html>>.

Commercial Alert is a national nonprofit organization whose 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. Our health program seeks to reduce the incidence of marketing-related diseases -- such as obesity, diabetes, cardiovascular disease and smoking-related illnesses -- by promoting healthy messages and restricting the advertising of products such as tobacco, alcohol, junk food and soda pop, especially to children. For more information, visit our health program at <http://www.commercialalert.org/index.php/category_id/5/subcategory_id/64/article_id/150>.

Commercial Alert has more than 2000 members, representing all 50 states and the District of Columbia. For more information, visit our website at <<http://www.commercialalert.org>>.