



protecting communities
from commercialism

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Carol Bellamy
Executive Director
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via facsimile: 212.326.7758

Dear Ms. Bellamy:

On July 19, UNICEF announced its partnership with the McDonald's Corporation to hold "McDonald's World Children's Day."

In effect, UNICEF is lending its good name and endorsement to McDonald's, the world's largest fast food chain. McDonald's is a global leader in the marketing of junk food that is creating soaring rates of childhood obesity and type 2 diabetes, and that is disrupting traditional ways of food preparation in families and cultures.

It is truly a challenge to see how this partnership with McDonald's is consistent with UNICEF's claim to promote "good nutrition" to the world's children. As you know, McDonald's markets precisely the high-added-fat, high-added-sugar junk food that undermines good nutrition for the world's children.

McDonald's is responsible for multi-million dollar ad campaigns that prod children to nag, whine and throw tantrums so that their parents will consent to buy them junk food. The company's ad campaigns deliberately foment conflict between parents and children regarding food.

It is not the proper role of UNICEF to endorse or serve as enabler for corporate activities of this kind. Do you really think people contribute to UNICEF so that you can help corporate advertisers to manipulate innocent and impressionable children with sophisticated psychological techniques, cause strife in the home and promote the consumption of junk food?

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UNICEF's mission is to protect children from just these things. Therefore, we urge you to reconsider your partnership with the McDonald's Corporation, and cancel "McDonald's World Children's Day" immediately.



Sincerely,

Enola Aird, Director, The Motherhood Project, Institute for American Values

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The Honorable Matti Wuori, Member, European Parliament, Finland