

MEDIA ADVISORY:

Experts Debate Restricting Junk Food Marketing to Children

Los Angeles, CA – October 14, 2005. Are Ronald McDonald, Tony the Tiger and SpongeBob SquarePants harmful to children’s health? If so, can the government stop them from hawking Happy Meals, Frosted Flakes and ice cream without infringing upon the right to free speech? These and other legal dilemmas will be discussed and debated by national experts at a cutting-edge symposium.

What: Food Marketing to Children and the Law Symposium

Who: Leading national experts from Harvard, Yale, Georgetown and the Center for Science in the Public Interest, among others.

When: Friday, October 21, 2005, 1-5pm

Where: Robinson Courtroom, Girardi Advocacy Center, on the campus of Loyola Law School, 919 Albany Street, Los Angeles, CA. For directions:

<http://www.lls.edu/about/campus/directions.html>.

Background: With rising childhood obesity rates, public health advocates are becoming increasingly concerned with the impact of junk food marketing to children. “The current prevalence of child-targeted food marketing suggests that the advertising industry’s efforts to self-regulate have failed,” asserts keynote speaker Susan Linn of Harvard Medical School and author of *Consuming Kids*.

Yet legal questions loom large about how the government should respond to junk food marketing to children. At the October 21st conference, leading experts from around the country will debate such critical topics as: free speech issues raised by junk food marketing restrictions; the failure of industry self-regulation; litigation as an alternative response; and lessons learned from the tobacco wars.

Loyola Law School Associate Dean Bill Araiza notes: “Speakers at this conference will challenge the widely held assumption that restrictions on junk food marketing to children violate the First Amendment and will argue that junk food marketing restrictions could play a crucial role in improving the health of America’s kids.”

For additional information, go to <http://events.lls.edu/food-marketing-lr.html>.

For event video (available in November), go to <http://events.lls.edu/past/index.html>.

Contacts:

Kira Poplowski
Loyola Law School Los Angeles
(213) 736-1445
Kira.Poplowski@lls.edu

Michele Simon
Center for Informed Food Choices
(510) 465-0322
Michele@informedeating.org