



NEWS RELEASE

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ACADEMICS, CONSUMER GROUPS AND INDUSTRY TO DEBATE THE ADVERTISING OF FOOD TO CHILDREN

Advertising is all too often the scapegoat for those seeking an explanation for increasing levels of obesity amongst children. By looking at the myriad of factors influencing children in the 21st century, however, the FAU's Sixth Annual Conference will seek to put advertising back in its proper context.

Delegates attending the Conference entitled *Advertising – Let's put it in context*, to be held at the Church House Conference Centre, Westminster, London SW1 on Thursday 8 November 2001, will be addressed by leading academics examining the roles of physical activity, family, friends and lifestyles as well as advertising.

The FAU has also invited the Food Standards Agency to give its views on this controversial and topical issue.

The Conference will be chaired by Chris Powell (Chairman, BMP DDB) and the FAU has invited a representative from the National Consumer Council to join him as co-chair.

Sara Soltani, Director of the FAU, noted that:

“The FAU has long believed that there needs to be a more constructive dialogue between consumer groups and industry. We are delighted that Kath Dalmeny of the Food Commission and Charlie Powell of Sustain have agreed to take part in a debate with industry representatives during the FAU's Conference.

We sincerely hope that the NCC and other consumer groups will also take up our invitation and therefore illustrate their willingness to engage in this dialogue.”
