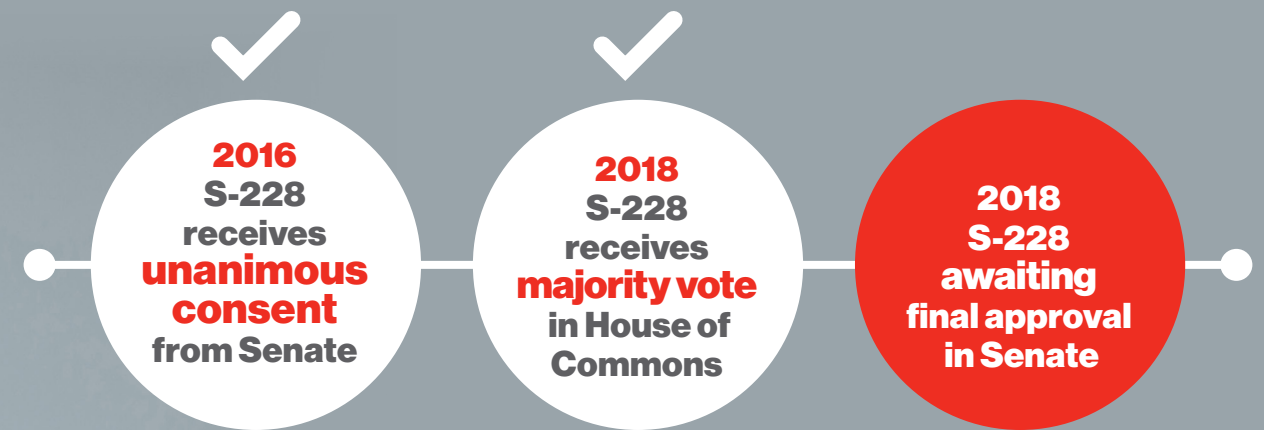




Overall, kids see 25 million food and beverage ads a year on their favourite websites



Loud and powerful industry lobbyists have been trying to delay the passage of S-228 in the Senate. They have shared various misleading messages.

The reality is:

Sponsorship of kids community sports teams will NOT be impacted by Bill S-228, the government committed to exempt kids sports teams.

Defining which foods should be subject to children's marketing restrictions has to be done within the regulations, not the legislation. Legislation cannot address specific details of this type. Instead, the regulatory stage is the opportunity to collect input from experts in nutrition and public health, as well as industry. Industry's request to undertake this definition within the legislation is a delay tactic and an attempt to kill Bill S-228.

**We urge the Senate to stand up for our children.
Pass Bill S-228 before the Senate rises for the
holiday break.**



Stop Marketing to Kids Coalition
Advocates for restricting food and beverage marketing to kids