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Press release

Marketing junkfood to children : two familiar figures visit the World Health Assembly

Ronald McDonald and Tony the Tiger look for new jobs

The next World Health Assembly will commence in Geneva on Monday 20th May. Campaigners dressed as Ronald McDonald and Tony the Tiger will be handing out their CVs to delegates and trying out new jobs as part of a campaign calling for a ban on junk food marketing to children. The pair will be outside the headquarters of the World Health Organization from 8-8.30am and outside the Palais des Nations from 9-10am on Monday 20th May.

After years of selling burgers, fries and sugary breakfast cereal to children around the globe, Ronald McDonald and Tony the Tiger are in Geneva at the World Health Assembly to apologise for their past behaviour and to find new careers.

Delegates and members of the public are invited to suggest new jobs for Tony and Ronald via Twitter using [#jobs4RonandTony](#)

The campaign is being organised by Consumers International (CI), the global voice for consumers and El Poder del Consumidor, a Mexican consumer organisation. The campaign is calling for countries to ban the marketing of food high in fat, sugar and salt to children.

In 2010 more than 42 million children under the age of five years were overweight or obese and this figure is increasing every year. In the same year, the World Health Organisation developed a set of recommendations on marketing of foods and non alcoholic beverages to children to guide member states in designing new policies or strengthening existing policies on food marketing to children.

This year WHO member states will be debating a new action plan to tackle non-communicable diseases that includes recommendations for limiting the marketing of food to children.

The FRC supports the action of Consumers International, as investigations showed that Swiss children are also exposed to "junkfood" (frc.ch/enfants-malbouffe)

- More than 80% of foods for children are too high in sugar, fat or salt
- In Switzerland, a child sees an average of 2,100 food ads on TV each year, more than 80% for fast food, sweets and snacks
- 89% of supermarket checkouts in Switzerland carry sweets and other treats at child eye level

Additional information: Anna Glayzer (English), Consumer International: +44 79 584 25 622

Barbara Pfenniger, FRC: 021 331 00 90

Active since 1959, the Consumer Federation Romande (FRC) is an independent, nonprofit organisation. The FRC is not a service to the state, but a private, state-approved organisation, supported mainly contributions and donations from its members.

Consumers International (www.consumersinternational.org) is the international federation of consumer organisations with more than 240 members in 115 countries around the world. In 2008 CI launched a set of and has worked with members around the world to highlight the extent of marketing of food high in fat, sugar and salt to children (<http://www.consumersinternational.org/news-and-media/resource-zone/recommendations-for-an-international-code-on-marketing-of-foods-and-non-alcoholic-beverages-to-children#.UZXwJoLvdZE>)

El Poder del Consumidor (www.elpoderdelconsumidor.org) is a Mexican consumer organisation and member of Consumers International. El Poder, together with the Nutritional Health Alliance as a Mexican network in the fight on obesity, is campaigning for a ban on the marketing of junk food to children. In April 2013 the Alliance organised "the arrest of the junk food cartel" including both Ronald and Tony in Mexico City. See the film here: <http://consint.info/MexicoArrest>

The WHO draft action plan for the prevention and control of non communicable diseases will be debated by member states at the World Health Assembly which is being held in Geneva from 20 – 28 May 2013. The draft WHO plan: <http://bit.ly/hRLgvZ>