

TIME

Disney: No More Junk food Ads

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There won't be any more candy, sugary cereal or fast food on TV with the morning cartoons.

The Walt Disney Co. on Tuesday became the first major media company to ban ads for junk food on its television channels, radio stations and websites, hoping to stop kids from eating badly by taking the temptation away. (...)

"Just a few years ago if you had told me or any other mom or dad in America that our kids wouldn't see a single ad for junk food while they watched their favorite cartoons on a major TV network, we wouldn't have believed you," said First Lady Michelle Obama, who heads a campaign to curb child obesity.

Getting rid of junk food ads will make it easier to keep the family on a healthy diet, said Nadine Haskell, a mother of two sons, 8 and 11. (...)

Disney declined to say how much revenue it stands to lose from banning unhealthy food. CEO Bob Iger said there might be a short-term reduction in advertising revenue, but he hopes that advertisers will eventually adjust and create products that meet the standards. (...)

McDonald's, which is part of the initiative, said in a statement Tuesday that it will start a dialogue with Disney about new guidelines. (...)

Length: 1 minute 35