



Advertising Standards Canada
Les normes canadiennes de la publicité

175 Bloor Street East
South Tower, Suite 1801
Toronto, Ontario M4W 3R8

☎ 416 961-6311
☎ 416 961-7904
www.adstandards.com

175, rue Bloor Est
Tour Sud, bureau 1801
Toronto (Ontario) M4W 3R8

☎ 416 961-6311
☎ 416 961-7904
www.normespub.com

Burger King Restaurants of Canada, Inc. Joins Canadian Children’s Food and Beverage Advertising Initiative

(Toronto, December 4, 2008) Advertising Standards Canada (ASC) today announced that Burger King Restaurants of Canada, Inc. (BKRC) has joined the Canadian Children’s Food and Beverage Advertising Initiative (Children’s Advertising Initiative). The addition of BKRC brings the membership of the Children’s Advertising Initiative to 17 of Canada’s leading food and beverage companies.

Under the Children’s Advertising Initiative, participants have agreed to not advertise to children under 12 years old, or to shift their advertising to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salts and added sugars and higher in nutrients that are significant to public health. Details of the original 16 companies’ Commitments were first released on February 6th, 2008. Transparency and accountability are key principles of the Children’s Advertising Initiative and ASC will issue a public report in 2009, assessing each company’s compliance with its individual Commitment.

BKRC has committed to only advertise Kids Meals to children under 12 that meet specific nutrition criteria that promote responsible meal portion sizes and limit total fat, saturated fat, added trans fat, and added sugars. (Specific details can be found in BKRC’s Commitment, approved by ASC, the administrator of the Children’s Advertising Initiative.)

“We are delighted to welcome Burger King Restaurants of Canada to the Children’s Advertising Initiative. Through their membership the participants are demonstrating leadership and a collective commitment to changing the landscape of advertising to children in Canada,” said Linda Nagel, ASC President and CEO. “The addition of Burger King Restaurants of Canada demonstrates the momentum of an initiative spearheaded by companies whose advertising represents the overwhelming majority of advertising in children’s programming.”

“Burger King Restaurants of Canada is pleased to be joining the Children’s Advertising Initiative,” said Jason Keown, senior director, marketing for Burger King Restaurants of Canada Inc. “We are committed to offering a variety of food & beverage products that provide nutritional options, quality, value and taste and that can help our customers make informed choices.”

The 17 participating companies are: Burger King Restaurants of Canada, Inc., Cadbury Adams Canada Inc., Campbell Company of Canada, Coca-Cola Canada, General Mills Canada Corporation, Hershey Canada Inc., Janes Family Foods Ltd., Kellogg Canada Inc., Kraft Canada Inc., Mars Canada Inc., McCain Foods Canada, McDonald’s Restaurants of Canada, Nestlé Canada Inc. Ltd., Parmalat Canada Inc., PepsiCo Canada, Unilever Canada Inc., and Weston Bakeries Limited.

Advertising Standards Canada (ASC), the independent advertising self-regulatory body, is responsible for program administration, including:

- approval of each Participant's Commitment,
- publication of the Participants' Commitments,
- conducting an annual audit of each Participant's compliance with its Commitment, and
- reporting publicly on the results of the audits.

Further information about the Children's Advertising Initiative, including details of the participants' Commitments can be found at: <http://www.adstandards.com/childrensinitiative>.

Advertising Standards Canada

Advertising Standards Canada (ASC) is the national advertising industry self-regulatory body committed to creating and maintaining community confidence in advertising. ASC members include leading advertisers, advertising agencies, media and suppliers to the advertising industry who are committed to supporting responsible and effective advertising self-regulation. A not-for-profit organization, ASC administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumers' complaints about advertising. Complaints are adjudicated by independent volunteer councils, and ASC reports to the community on upheld complaints in its quarterly *Ad Complaints Report*. Through ASC Clearance Services, ASC provides advertising copy review to ensure compliance in five regulated categories.

-30-

For more information:

Janet Feasby
Advertising Standards Canada
janet.feasby@adstandards.com
416-961-6311 ext.243