
Campaign For Commercial-Free Childhood

Swann Takes Dive for Vending Association

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For Immediate Release

Swann Takes Dive for Vending Association

The Campaign for a Commercial-Free Childhood (CCFC) has joined the growing chorus of voices calling for the dismissal of Lynn Swann, chairman of the President's Council on Physical Fitness and Sports. Earlier today, the Center for Science in the Public Interest, and Citizens for Responsibility and Ethics said Swann should be relieved of his post after the former football star accepted payment to appear at public relations event for the National Automatic Merchandising Association (NAMA), a vending machine trade association.

Amid growing concerns about childhood obesity and the commercialization of schools, a number of school districts have restricted or banned vending machines from their campuses. Not surprisingly, NAMA opposes such restrictions.

"At a time when parents, nutritionists, and politicians are working together to create a healthier environment for children, it is extremely disappointing that the chairperson of the President's council would take money from an association desperately trying to maintain junk food marketers access to children in schools," said CCFC's Allen Kanner, co-editor of *Psychology and Consumer Culture*. "President Bush should replace Mr. Swann with someone whose commitment to children's well-being is strong enough to say "no" to the junk food industry's money."

The Campaign for A Commercial-Free Childhood (formerly Stop Commercial Exploitation of Children) is a national coalition of health care professionals, educators, advocacy groups and concerned parents who counter the harmful effects of marketing to children through action, advocacy, education, research, and collaboration among organizations and individuals who care about children. CCFC supports the rights of children to grow up – and the rights of parents to raise them – without being undermined by rampant consumerism. For more information, please visit: www.commercialfreechildhood.org