



July 10, 2015

Mr. Stephen B. Burke
Chief Executive Officer
NBCUniversal
30 Rockefeller Plaza
New York, NY 10112

Dear Mr. Burke:

In 2012, we wrote to applaud your company when you used the film *The Lorax* to promote SunMaid raisins, a healthier snack. With childhood obesity rates at an unacceptable high in our nation, NBCUniversal's decision to use licensed characters to market fruit was a step in the right direction to promote healthy eating to children.

We are writing today to ask NBCUniversal to establish strong nutrition standards for the use of your characters on foods and beverages. We encourage you to not use kid-appealing characters, such as Minions, to market unhealthy foods, like Fruit Gushers, Fruit Roll-Ups, and Fruit by the Foot, to children. "Fruit" snacks, despite their claims of containing real fruit, are essentially candy. They are not the types of products that companies should be encouraging children to eat more of.

Ensuring that your characters only are used to promote healthier products would be heralded by parents and the public health community. A key aspect of a strong policy would be to require that foods associated with your characters contain healthy ingredients, such as fruits, vegetables, or whole grains. One way to implement a kid marketing policy would be to join the Council of Better Business Bureaus' (BBB) Children's Food and Beverage Advertising Initiative (CFBAI).

Feeding our children well is a shared responsibility. Parents, food companies, and entertainment companies all have a role to play. We would welcome the opportunity to work with you and your staff and look forward to hearing your response.

Sincerely,

Michael F. Jacobson, Ph.D.
Executive Director

Margo G. Wootan, D.Sc.
Director, Nutrition Policy

