

2016 06

April 1 2016

The Advertising Standards Authority

New Zealand.

Dear Chairperson of the review of codes of practice of advertisers,

I read about this review in the latest Listener and would like to add my two bits. I am the grandmother of soccer players aged 6 and 4. It was their first season last year. I was disgusted that the certificates given out for player of the day were sponsored by Mc Donalds and were accompanied by a burger voucher. It is totally cynical sponsorship trying to associate high fat high sugar unhealthy food with sport. High school children may well recognise the exploitation but primary aged children are unlikely to recognize that they are being sucked into supporting an industry contributing to our obesity problem. Please stop this, particularly at primary school level. I am totally happy to pay more in taxes so Clubs can be adequately financed without needing support from these companies.

Your faithfully

M Dukes