

FOR IMMEDIATE RELEASE
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PRESS RELEASE

Companies join forces to promote health initiative

For the first time, retailers, media, advertisers and food & drink, fitness and healthcare companies partner with Government in the fight against obesity

Britain's leading food and beverage, retail, media, advertising, fitness and healthcare companies have joined with Government to form a unique partnership to fight obesity.

The industry consortium, spearheaded by the Advertising Association and working in partnership across Government, will aim to encourage healthy diets and physical activity in the run up to the London 2012 Olympics and make a significant and measurable contribution to fighting obesity in the UK.

The industry contribution will be worth in excess of £200 million over the four years and will be in addition to the Government's own £75 million, three year advertising and marketing campaign. Initial supporters include AMV BBDO, AOL UK, Britvic, BSkyB, Cadbury, CBI, Channel 4, Coca-Cola, Discovery Networks UK, Fitness Industry Association, five, ITV, Kellogg's, Kraft, Mars, Nestlé, OMD, Outdoor Advertising Association, PepsiCo, Profero, PruHealth, RadioCentre, Tesco, Viacom and Virgin Media Television.

This industry initiative is the first time the food, drink, broadcasting and advertising industries have worked with the Government to promote healthier lifestyles.

Baroness Peta Buscombe, Chief Executive of the Advertising Association, said:

"Business is part of the solution to tackling obesity in the UK. By harnessing the immense talents in this country in advertising, marketing and media, we believe we can make a real difference, bringing about real change. Business is delighted to be working with government to improve diets and increase exercise."

Industry will integrate core campaign messages into branded communications and activities and use broadcast media to amplify the central campaign theme.

Plans for a series of high profile, industry co-ordinated public events to be held across the UK are also in development, with activity set to run over the next four years through to the London 2012 Olympics and designed to amplify the Government's messages about the need to exercise regularly and eat a balanced diet.

Baroness Buscombe added:

“Obesity is one of the biggest health threats facing Britain today. Through this coalition, we are all making a strong statement that we are committed to working with Government and the voluntary sector to transform the health of the nation and be a force for good.”

ENDS

For more information or to arrange an interview, please contact Jonathan Collett on 0207 340 1107/ 07740 896805 jonathan.collett@adassoc.org.uk or Marisa Pulaski on 07786 757 079 marisa.pulaski@lexcomm.co.uk

Notes to editors

The Advertising Association is a confederation of over 30 trade associations for industries involved in the UK advertising sector. It includes advertising agencies, media planners and buyers, as well as advertisers themselves in virtually every corporate area and all of the UK's commercial media owners. For further information go to www.adassoc.org.uk

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