

About the Campaign for a Commercial-Free Childhood

The Campaign for a Commercial-Free Childhood is the only national organization devoted solely to limiting the impact of corporate marketing on children. Formed in 2000 by health care professionals and educators concerned about the increasing commercialization of childhood, CCFC, which now has more than 30,000 members, is the go-to organization for policymakers, parents, members of the media, and educators with questions or concerns about marketing to children.

CCFC advocates for the adoption of government policies that limit marketers' access to children and hold corporations accountable for their egregious advertising practices. In the past few years, we've had amazing success:

- After 5,000 emails from CCFC members, Scholastic agreed to stop promoting the highly sexualized Bratz brand in schools.
- In response to a parent's complaint, CCFC launched a national campaign demanding that McDonald's end its practice of advertising on report card envelopes in Seminole County, Florida. After CCFC's concerns were featured in media outlets across the country including *Good Morning, America* and *The Colbert Report*, McDonald's stopped the advertising.
- Working with local activists and parents, CCFC has stopped BusRadio—a company that plans on “taking student targeted marketing to the next level” by advertising on school buses—in school districts around the country. At our request, the Federal Communication's Commission is now studying whether BusRadio is in the public interest.
- CCFC helped draft legislation and organize support for a Massachusetts bill, currently under consideration, that would end all marketing in schools and on-school grounds. Using our bill as a model, CCFC members helped introduce similar legislation in Vermont.
- As a result of our Federal Trade Commission complaint against Brainy Baby and Disney's Baby Einstein for false and deceptive marketing, both companies have agreed to stop making claims that their videos are educational for babies.
- When Hasbro announced plans for a new line of dolls—for girls as young as six—based on the Pussycat Dolls, a real-life burlesque troupe turned singing group, CCFC launched an email campaign. Within 48 hours, Hasbro stopped production of the dolls.
- Our public letter, signed by dozens of state and local politicians and community leaders convinced the Massachusetts Bay Transit Authority to institute a policy prohibiting the advertising of violent video games on trains and buses.

Because the Campaign for a Commercial-Free Childhood does not accept corporate donations, we rely on the generosity of our members. Please visit www.commercialfreechildhood.org/donate to make a secure tax-free donation.



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