



## **Press Release: Centers for Disease Control and Prevention Statement on Action by U.S. Beverage Distributors to Restrict Soft Drink Marketing in Schools**

**May 3, 2006**

The Centers for Disease Control and Prevention applauds today's announcement from the major U.S. beverage distributors that they soon will stop sales of all soft drinks to elementary and middle schools and will sell only diet soft drinks to high schools.

This action demonstrates that food and beverage companies can play a major role in fighting today's epidemic of childhood obesity. Soft drinks are a significant source of calories consumed by some children and young people, and CDC welcomes the efforts of distributors to improve the quality of beverage choices for students. Because childhood obesity is such a pressing public health problem, reducing potential sources of excess calories in the diet represents an important step forward.

This announcement is consistent with the first recommendation made by the Institute of Medicine in its recent report, *Food Marketing to Children and Youth: Threat Or Opportunity?*: "Food and beverage companies should use their creativity, resources, and full range of marketing practices to promote and support more healthful diets for children and youth."

CDC also acknowledges the contribution of the Alliance for a Healthier Generation, a partnership between the Clinton Foundation and the American Heart Association, in achieving this historic agreement between beverage distributors and schools. The alliance supports CDC's goals in obesity prevention by its commitment to educating children and families and fostering environments that help all young people pursue healthy lifestyles.