

11 May 2017

RE: Endorsement of the Ottawa Principles

Attn:  
Dr. Tom Warshawski  
Co-Chair  
Stop Marketing to Kids Coalition

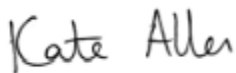
Mark Collison  
Co-Chair  
Stop Marketing to Kids Coalition

I am pleased to confirm that World Cancer Research Fund International is endorsing the Stop Marketing to Kids Coalition and the Ottawa Principles. Our organization has reviewed the Ottawa Principles in detail and we support the set of definitions, scope, policy recommendations and principles, which will guide “Marketing to Kids” (M2K) policy-making in Canada. By signing this letter, I pledge that the organization that I am affiliated with does not engage in the commercial marketing of foods and/or beverages to children.

Restricting marketing of unhealthy foods and/or drinks to children is part of a comprehensive policy approach that is needed to promote healthy diets, and reduce overweight, obesity and diet-related non-communicable diseases, as outlined in World Cancer Research Fund International’s NOURISHING framework. Our framework is accompanied by an extensive, regularly updated database of implemented government policy actions from around the world ([wcrf.org/NOURISHING](http://wcrf.org/NOURISHING)).

We will continue to follow the work of the Stop Marketing to Kids Coalition and hope to include policies and regulations from Canada that restrict marketing of unhealthy foods and/or drinks to children that reflect the Ottawa Principles in our NOURISHING policy database in the near future!

Sincerely,



Dr Kate Allen, *Executive Director, Science & Public Affairs*

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