

## Dear food industry,

The World Health Organization says that marketing of products high in sugar and fat is fuelling an obesity epidemic among children.

### What you said\*

We will change  
our food advertising  
to children

\*Major food companies agreed in 2012 to an EU pledge which commits them to market products for children in a more responsible manner.



### What you do



It's time you stop marketing  
to children, for real.

<http://www.beuc.eu/game-over>