

Would you buy these

if your kids

didn't ask

for them?



Cereals most frequently advertised to children.

Cereal companies know. That's why they advertise these—and not their healthy ones—directly to our kids!

Learn the **FACTS** @ cerealfacts.org

Child-targeted websites, full of branded cereal games, attract more than 400,000 child visitors every month.

Preschoolers see 1.3 TV ads for these cereals every day; 6- to 11-year-olds see 1.5 ads per day.

Almost 2 billion banner ads for these cereals were seen on kids' websites like Nick.com and CartoonNetwork.com in 2011.

"If there is to be any hope of protecting children from predatory marketing, either public outcry or government action will be necessary to force the companies to change."

Kelly Brownell, PhD
Director, Rudd Center for Food Policy & Obesity



Visit cerealfacts.org for more facts & tips for picking healthier cereals that kids *will* eat!