



A M E S S A G E F R O M

## Concerned Children's Advertisers

There is no simple solution or strategy that will provide all of the answers to the myriad of challenges faced by our youth today. We do believe, as children's advertisers and broadcasters, that we have a special relationship with and responsibility to children. Like you, we understand the challenges that children face today. Through TV&ME, and the broadcasting of our 'Teachable Television Moments', we are striving to support your efforts to empower children with the information, skills and knowledge essential to making positive, well balanced and healthy lifestyle choices.

**From your friends at Concerned Children's Advertisers,**  
Binney & Smith Canada  
Buena Vista Home Entertainment Canada (a Walt Disney Company)  
Cadbury Trebor Allan Inc.  
Coca-Cola Ltd.  
Corus Entertainment Inc. (YTV Canada Inc., Treehouse TV)  
CTV Television Inc.  
General Mills Canada, Inc.  
Global Television Network  
Hasbro Canada Corporation  
Hershey Canada Inc.  
Institute of Canadian Advertising  
Irwin Toy Limited  
Kellogg Canada Inc.  
Kraft Canada Inc.  
LEGO Canada Inc.  
Mattel Canada Inc.  
McCain Foods (Canada)  
McDonald's Restaurants of Canada Ltd.  
Nabisco Ltd  
Nestlé Canada Inc.  
Optimedia Canada  
The Quaker Oats Company of Canada Ltd.  
TELETOON Canada Inc.  
Unilever Canada  
Warner Bros. Entertainment Inc.

**Made possible by:**  
Corus Entertainment Inc.

**In partnership with:**  
Health Canada and the National Strategy on  
Community Safety and Crime Prevention.

**With founding support from:**  
The Shaw Children's Programming Initiative and Canadian Heritage.

**With our respect and appreciation for your commitment to helping Canadian children build healthy lives.**