

DISNEY RESTRICTS ADVERTISEMENTS



The Walt Disney Company has recently made an announcement earlier this week, stating that any products being advertised to children on its television channels and radio stations must meet specific nutritional guidelines and standards. The company has decided to this as a way of helping to prevent childhood obesity, as there has been a lot of criticism on entertainment and the role they play on increasing childhood obesity by advertising for products that may not be very good for the children at all, which would include sugary drinks and candies and anything that does not have much or any nutritional value at all. These advertisement restrictions will also be used on the cartoons that are displayed on Saturday on ABC, which happen to be cartoons owned by the Disney Company. With the new rules put in place, certain products would no longer be allowed to advertise on Disney, as well as other products that promote fast food, sugary cereals, and a number of different sugary candies. This material would no longer be considered good for kids and would be considered material that would not be advertised on any of Disney's networks. Disney is working hard to help fight childhood obesity, not just by monitoring the types of advertisements that are displayed on their network. Along with monitoring advertisements, the company has decided to reduce the amount of sodium that is used in the meals that are served within the theme parks that Disney owns and operates, as millions of children eat there each and every day while visiting the theme parks. The company wants to promote healthy eating and it also wants to promote fitness and exercise so that children know this is a good thing. Disney's announcement was made shortly after New York City released its plan the week before, stating that they will be banning sales of sugary drinks and sodas that are overly large in size, which would include 7/11's Big Gulp. Disney says that with their new standards, they hope to help children combat obesity and stay as healthy as possible because the children are most important in the eyes of the Disney Company. The advertisement restrictions, while they have been made already, will not be put in place until 2015 because Disney is already in contracts with a number of different advertisements. While it will take a few years, it is believe that the restrictions will benefit children and it many people are applauding Disney for their decision to take steps at combating childhood obesity, especially since it has become such a huge problem and concern in the United States, with so many children, teens and adults suffering from obesity and having a hard time because of it.

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