

VALUE [THE] MEAL



CHALLENGING CORPORATE ABUSE OF OUR FOOD

www.ValueTheMeal.org



a campaign led by
**CORPORATE
ACCOUNTABILITY
INTERNATIONAL**



DEAR McDONALD'S CEO JAMES SKINNER:

We are in the midst of an epidemic of diet-related diseases that is condemning millions to a lifetime of chronic, debilitating conditions. At current rates one out of every three kids could get type 2 diabetes in his or her lifetime, and already nearly one-third of American kids are overweight or obese.

Studies show that the fast food industry exacerbates this public health crisis by:

- **Spending hundreds of millions of dollars** each year aggressively marketing its products to our children during vulnerable stages of development;
- **Manipulating political processes** to keep its products cheap and widely available;
- **Resisting efforts to inform people** about the nutritional content of fast food products.

I THEREFORE URGE YOUR CORPORATION TO:

- **Stop fast food advertising**, promotion and sponsorship that appeals to children and teenagers;
- **Stop manipulating** public health policy and nutrition science;
- **Provide complete, accurate, and non-promotional information** about the health risks of fast food.

THANK YOU FOR YOUR PROMPT RESPONSE

Name _____

Address _____

Phone _____

Email _____

Organization/School _____

■ YES! I WANT TO GET MORE INVOLVED.

Please return this comment card to Corporate Accountability International at
10 Milk Street, Suite 610, Boston, MA 02108 • 617.695.2525 • www.StopCorporateAbuse.org