

News Release



Giving Canadian Children Tools to be Media and Life Wise

For Immediate Release
April 20, 2009

CONCERNED CHILDREN'S ADVERTISERS EMBARKS ON A SOCIAL REVOLUTION *Bensimon Byrne Awarded Phase III of Long Live Kids Campaign*

TORONTO – Concerned Children's Advertisers (CCA) is pleased to announce that Bensimon Byrne will be the agency of record for Phase III of their Long Live Kids (LLK) campaign, launching in the fall of 2009.

"We are excited to have the opportunity to work with the creative talents of Bensimon Byrne," said Craig Hutchison, Senior Vice President, Marketing, Loblaw Companies Ltd. and Chair, CCA Board of Directors. "Their experience, not only with the youth market but in developing thought-provoking social marketing campaigns, is a perfect fit for creating a fully integrated campaign to engage youth and encourage positive life skills."

LLK was launched in 2004 in response to the concern of childhood overweight and obesity. This Canadian collaboration is a one-of-a-kind three-way partnership that brings together industry, issue experts and government to provide children with tools for healthy eating, active living and improved media literacy in order to support a balanced lifestyle.

The LLK message is delivered through two powerful vehicles: a series of child-directed public service announcements and an education program delivered to educators, parents and community leaders across Canada. The overall goal is to help children eat smart, move more and be media wise. The third and final phase of the LLK program will focus on media literacy as a health promotion strategy on the issue of childhood overweight and obesity.

In order to gain a full perspective of media literacy as it relates to the issue of childhood overweight and obesity, CCA has formed a partnership with the Media Awareness Network (MNet), a non-profit organization that has been pioneering the development of media literacy programs since 1996. MNet has written a research brief which will provide the direction for Phase III of LLK. Additionally, CCA has enlisted marketing muscle from a number of its member companies to form a creative committee responsible for reviewing the research brief, developing the creative brief with Bensimon Byrne and reviewing and approving the agency's work. Chaired by Hope Bagozzi, McDonald's Restaurants of Canada Limited., the committee includes representatives from:

- Canwest;
- Corus Entertainment Inc.;
- Loblaw Companies Limited;
- Mattel Canada Inc.;
- Nestlé Canada Inc.;
- PepsiCo.;
- Weston Bakeries Ltd.

"Given the media-saturated, multi channel, web enabled world we live in, never before have media literacy skills in children and youth been so critical," said Bev Deeth, Executive Director of CCA. "These skills can help children to reflect on their own media use and question and deconstruct the messages they receive through all media, including advertising,

regarding food, nutrition and physical activity so they can make smart and informed choices for themselves.”

In this final phase of LLK, CCA will again have the opportunity to work with David Rosenberg, Senior Vice President, Creative Director, Bensimon Byrne. Rosenberg was instrumental in developing CCA’s most notable public service announcement (PSA), a previous media literacy themed PSA entitled “House Hippo” (Publicis, 1999) which was awarded a Golden Marble Award for excellence in children’s advertising.

“We’re thrilled to be working with the CCA on Phase III of this awareness campaign,” said Jack Bensimon, President of Bensimon Byrne. “We understand the importance of educating youth on media literacy and we’re looking forward to working closely with CCA to deliver a smart and integrated campaign that will connect with Canadian youth.”

Phase III of LLK will result in the 37th PSA developed in CCA’s 19 year history. Some of the other issue topics tackled by CCA include physical and emotional bullying, self esteem and drug abuse prevention.

CCA is a unique non-profit organization and model of corporate social responsibility. Made up of 16 Canadian Member Companies and supported by numerous partners, including child-centred advertisers, broadcasters and issue experts, CCA is committed to understanding and contributing solutions to issues of challenge in children’s lives.

Bensimon Byrne is a privately owned, full-service, Canadian advertising agency. Established in 1993, the agency has worked with a host of blue-chip companies and brands, producing some of Canada’s most effective and memorable advertising.

– 30 –

Contact:

Jen Wilkinson
Manager, Communications & Social Marketing
Concerned Children’s Advertisers
416-484-0871 x 2

www.cca-kids.ca