

Dear Marketers, Don't Sell Us Short™  
By Marketing Unhealthy Food And Beverages To  
Our Children In Schools And On Buses.  
Sincerely, [State].



# What is in-school marketing teaching our kids?

Unhealthy food and beverage marketing campaigns teach children that candy and soda pop are food staples, instead of foods like apples and carrots. When [STATE] schools and school buses are covered in advertising for unhealthy foods and beverages, it sells kids short of their potential to live long, healthy lives.

Schools have become a major target for marketers who want to sell unhealthy foods and beverages. Why? Schools provide a captive, impressionable audience in a setting where parents have little or no oversight.

Together, we can create a healthier school environment for kids. **Sign up below to protect children from the marketing of unhealthy food and beverages in schools and on buses. Next, go to [URL PLACEHOLDER].**

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NAME

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EMAIL ADDRESS

PHONE NUMBER

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HOME ADDRESS

CITY

STATE

ZIP



SENDER ADDRESS HERE

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Visit [URL PLACEHOLDER] today to learn more.

RECIPIENT ADDRESS HERE