

US-WASHINGTON DC-DISNEY-HEALTHY FOOD



Reference

DUKAS_24204199_EYE

Title

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Creation date

20120606

Caption

(120605) -- WASHINGTON D.C. June 5, 2012 (Xinhua) -- U.S. First Lady Michelle Obama speaks during an event introducing The Walt Disney Company's "Magic of Healthy Living" program at the Newseum in Washington D.C., capital of the United States, June 5, 2012. Michelle Obama today joined The Walt Disney Company Chairman and CEO Robert A. Iger to announce that Disney will become the first major media company to introduce new standards for food advertising on programming targeting kids and families. Under Disney's new standards, all food and beverage products advertised, sponsored, or promoted on Disney Channel, Disney XD, Disney Junior, Radio Disney, and Disney-owned online destinations oriented to families with younger children will be required by 2015 to meet Disney's nutrition guidelines. (Xinhua/Wang Yiou)
Xinhua News Agency / eyevine

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