

Consuming kids: Marketing in schools and beyond^[1]

Event Website: Conference webpage and online registration^[2]

Contact name: Lauren Wholley

Contact phone: (617)278-4280

Details

CCFC's 2006 Consuming Kids summit promises to be our best ever. Since 2001 we have been bringing together distinguished scholars, activists, parents, and educators to talk about how marketing undermines children's health and well-being and what we can do about it. This year's summit features a special focus on marketing in schools.

The summit kicks off at the Judge Baker Children's Center on Thursday, October 26 at 7:00 PM with an opening reception and a special presentation of the 2nd annual Fred Rogers Integrity Award to Raffi Cavoukian, the beloved children's troubadour. The award, named in honor of the host of Mister Rogers' Neighborhood, is given by CCFC to the public figure whose efforts to protect children from harmful marketing best embody Mr. Rogers' long-standing commitment to nurturing the health and well-being of America's children.

In over three decades of entertaining children, Raffi has steadfastly refused all commercial endorsement offers, and his company has never directly advertised or marketed to children. He is a passionate advocate for a child's right to live free of commercial exploitation.

Friday and Saturday will feature presentations and workshops on topics ranging from Commercialism's Impact on Learning to Marketing Sex, Violence, and Values and we also examine effective advocacy strategies for reclaiming childhood from corporate marketers.

Source URL (modified on 7 Aug 2020): <https://childcarecanada.org/resources/events/consuming-kids-marketing-schools-and-beyond>

Links

[1] <https://childcarecanada.org/resources/events/consuming-kids-marketing-schools-and-beyond> [2] <https://commercialfreechildhood.org/events.htm>