



**KEEPING KIDS HAPPY  
AT NO COST TO MOM**

*C3's Position on County of Santa Clara Toy Ban*



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### Keeping Kids Happy at No Cost to Mom

Recently, the County of Santa Clara passed an ordinance banning toys, gifts and promotions with high-calorie kids' meals offered by area restaurants. The ordinance forbids the inclusion of a toy in any restaurant meal that has more than 485 calories, more than 600 mg of salt or high amounts of sugar and/or fat. Restaurant Association spokesman Daniel Conway says this is sending the message that parents are making the wrong choices, and therefore, they should no longer have the choice.

C3, a leading kid-focused marketing agency for the restaurant industry, appreciates and respects the Santa Clara California Board of Supervisors in their concern and public advocacy for addressing the health and welfare of our country's kids. No issue is more important to the future of our country than the best interests of the safety, health and well-being of our kids.

As a company, C3 has been educating, advocating and executing on this priority well before it became a public concern. As the preeminent provider to more than 60 regional and national restaurant chains of marketing materials for kids' use, C3 has led the industry in advocating healthy food options for kids and educating parents about healthy eating and activities for kids. Many of the restaurants we work with now offer a variety of healthy food and drink choices, such as apple slices, yogurt and bananas for parents and kids. These choices come with toys that deliver fun with a purpose and promote the overall betterment and well-being of the child.

The venue for these messages has been the use of promotional marketing materials for kids and parents. Through these non-movie-related materials, C3 has been educating parents and kids for more than 23 years. Programs specifically address issues that are important to a child's development, like imagination, parent-child interaction, education and fitness. C3 believes these efforts have benefited kids and families in communicating life values relating to health and well-being.

There are only two national quick-service restaurants currently marketing to kids on a significant level in the media. Other chains in the restaurant industry have been relying on the use of innovative and award-winning promotional products to communicate healthy and educational messages to young consumers and their parents. In fact, C3 is contacted weekly by local schools and non-profit organizations looking to secure educationally-based toys and promotional products for use in their facilities.

#### *Additional Facts*

- According to C & R's Youth Beat, kids eat at a restaurant 2.5 times a month.
- In an average 30 day month, there are 150 meal occasions.
- If kids are only going to restaurants 2-3 times a month, they account for only 2 percent of all meal occasions.
- According to the Cupertino School District, the average school lunch for elementary school kids has approximately 700 calories.

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- The fundamental caloric intake of restaurant meals hasn't fundamentally changed in 20 years, but today's kid and family lifestyles have. Today's kids are less active due to societal issues such as reduced school support for physical education, and more sedentary entertainment options (computers, video games, etc.), concerns for safety in and around homes and dual-income families resulting in less supervised time and more free time for kids.
- According to a *New England Journal of Medicine* article, children who have obese parents have more than twice the chance of becoming obese as an adult compared with children born to lean parents. Part of this is genetics, but numerous studies have shown that childrens' diet and exercise habits take their cue from their parents.

C3 does not believe the Santa Clara Board of Supervisors has been provided with a true picture of the many education-based programs being done in the restaurant industry on behalf of kids and parents. C3 respectfully asks the Board of Supervisors to pursue their passion for the promotion of healthy eating opportunities for kids in a manner that will have a significant impact on kids' health. C3 does not believe the passage of the Toy Ban will make any difference in the health and well-being of our kids.

**About C3:** C3 (Creative Consumer Concepts) is one of the largest kid-smart, brand marketing agencies in the U.S. serving the restaurant industry. The company provides research-based recommendations and award-winning products to its clients. C3 was founded on six centers of excellence: kids, design, toys, promotions, distribution and charity. <http://www.c3brandmarketing.com>

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