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Do McDonald's Happy Meals Break the Law?

Written by 3K Admin

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products over 200 calories to children. "The law prohibits unfair and deceptive advertising," says Angela Campbell, a Georgetown University law professor who directs that school's Institute for Public Representation. "This has to be interpreted. These toys have a tremendous amount of influence, they are friends, they are real to these kids. Children can't process things like adults can. You can take terrible advantage of kids."
(See nine kid foods to avoid.)</p><p align="justify">Still, it may be hard to prove that McDonald's is doing anything illegal by offering kids an item that, at the end of the day, brings them joy. "There's no law that precludes companies from selling toys to children," says J. Justin Wilson, a senior research analyst at the Center for Consumer Freedom, a food-industry advocacy group. Plus, for many stressed out parents, the Happy Meal is a blessing, a cheap meal you can grab on the go. </p><p align="justify">The whole issue will probably boil down to parental responsibility. After all, 5-year-old kids aren't driving themselves to the McDonald's pick-up window. Little Stevie and the "unpaid drone army of word-of-mouth marketers" are a powerful force, but should McDonald's be liable for their pestering ways? "The solution is not a lawsuit," says Wilson. "The solution is a two-letter word: no."</p><p align="justify">
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