

December 2006

Dear Parent,

Our children deserve the best television.

I'm sure you agree that our children deserve the best television. Please help us ensure they get it.

From the end of January, the Government is banning adverts for foods high in fat, salt and sugar during all programmes made for children and on dedicated children's channels. This is good news, as it will hopefully lead to a reduction in obesity levels in our children.

However, it also means that television channels will lose approx £40 million a year in advertising revenue. The kind of quality kids' TV we enjoyed as children is expensive to make and rarely recoups its costs. So it's not surprising that ITV wants to drastically reduce kids' TV and replace it with adult shows, like C4's *Deal or No Deal*, that make them lots more money.

It's true there are many kids' channels. But, apart from the BBC, few of them are able to make UK shows for UK kids. That hardly gives our children a choice.

At its best, British children's TV feeds young minds and spirits with culturally relevant drama, news, factual shows, and fun. But without new ways of funding kids' TV, our children face an unhealthy diet of low quality repeats and cheap foreign imports.

If you want your kids to be able to watch programmes like the award winning *Pocoyo* or *Michaela's Wild Challenge*, *Art Attack*, *Prove It*, *How 2*, *My Life as a Popat* or *My Parents Are Aliens*, then please register your interest at www.savekidstv.org.uk.

If we are to persuade the Government to stimulate the production of children's programming and ensure we still have quality UK-produced TV for our kids, we need thousands of supporters who are prepared to say they care, **and you the parents are the voice that they will listen to.**

Please take just two minutes to sign up. It's free and it really will make a difference.

Yours faithfully,

Save Kids' TV, a campaign set up to defend children's television
www.savekidstv.org.uk

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