



Brett Williamson
CEO
Surf Life Saving Australia
Locked Bag 2
Bondi Beach
NSW 2026

28 May 2009

Dear Mr Williamson,

I am writing to you on behalf of The Parents Jury to express the concern of our members regarding the sponsorship of Surf Life Saving Australia by Kellogg's Nutri-Grain.

Parents and children naturally associate sports participation with a healthy and active lifestyle. Sports associations have a responsibility to children to provide positive messages about nutrition and exercise. By allowing unhealthy food and drink sponsorship Surf Life Saving Australia is giving children contradictory messages and encouraging poor food choices.

Kellogg's Nutri-Grain is a highly processed cereal that is very low in fibre, contains 30% sugar and is high in sodium. Its marketing slogan "iron man food" is not an accurate representation of the poor nutritional quality of the product. An appropriate every day children's breakfast cereal is high in fibre and wholegrains, and low in sugar and sodium. Kellogg's Nutri-Grain does not fit these criteria.

We urge Surf Life Saving Australia to reconsider its endorsement of Kellogg's Nutri-Grain in light of its poor nutrient profile and the impact that its connection with your organisation is likely to have on influencing parents and children to make poor food choices.

Approximately 25% of Australian children are either overweight or obese and it is important that the sports and recreation industry takes a socially responsible approach to promoting a healthy lifestyle and providing positive nutrition messages to children.

The Parents Jury is an online network of nearly 4,000 parents who collectively advocate for the improvement of children's food and activity environments in Australia. We have many members whose children attend Surf Life Saving Australia and they will be very interested to hear your response on this matter.

Yours sincerely,

Justine Hodge
The Parents Jury Manager

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