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20 November 2017

His Worship Fred Eisenberger  
Mayor of Hamilton  
71 Main Street, 2<sup>nd</sup> Floor  
Hamilton, ON L8P 4Y5

DEC 12 2017

Dear Mr. Mayor,

I was cc'ed on a letter to you from Charles Robert, Clerk of the House of Commons, regarding your support for my Private Member's Bill C-313, calling for a **National Strategy on Advertising to Children Act**.

First of all, I would like to thank you for your support of this important act. I believe that it is simply unacceptable that we continue to allow advertisers to prey on impressionable children. Unbridled advertising to children undermines their ability to think critically and it promotes the sale of unhealthy foods and products that promote unhealthy lifestyles. Children must be protected from manipulative, behaviour altering advertising. It is incumbent upon Parliament to make certain that advertisers are held accountable to the highest ethical standards.

Bill C-313 provides for the development and implementation of a national strategy on Advertising to Children, in cooperation with the provinces. It also amends the Broadcasting Act to empower the Canadian Radio-television and Telecommunications Commission (CRTC) to regulate and monitor the character of advertising directed at children.

Thank you again for your support.

Sincerely,

Peter Julian, MP  
New Westminster-Burnaby

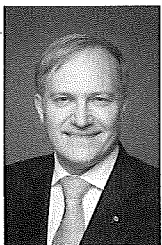
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