

June 27, 2007

Five days until Nestlé-Free Week!

Next week, give Nestlé a call...

July 2 marks the beginning of the first annual Nestlé-Free Week. This is your chance to strike a blow for infant health around the world!

Nestlé is the world's largest violator of the International Code of Marketing of Breastmilk Substitutes. It's marketing practices endanger infants' lives around the world. Infant formula requires clean water and a literate parent to prepare; two things which are scarce in poorer nations. Formula prepared with dirty water can easily cause infections leading to diarrhoea, the largest killer of infants worldwide.

Nestlé knows its product is dangerous. So why does it continue to advertise formula in almost every country in the world?

Let Nestlé know that you've taken notice of their unethical actions. Next week, call their hotline and tell them you won't be buying any of their products.

The number to dial in Canada is: 1 800 387-5536.

The number to dial in the USA is: 1 800 225-2270.

The lines are open from 8 am to 8 pm.

Follow the instructions that let you talk with a representative. You may have to hold for a few minutes. Tell them what's on your mind or read from the text below.

Remember, let them know how strongly you feel, but be polite!

I'm calling to let you know that this week has been declared International Nestlé-Free Week. I, and many others like me around the world, will not be buying any Nestlé products this week because your company engages in the unethical marketing of infant formula. The World Health Organization estimates that 1.5 million children die every year because they were not breastfed. Nestlé contributes to these deaths by convincing mothers in poor nations not to breastfeed through aggressive and misleading advertising. Until Nestlé stops these immoral actions and complies with international marketing guidelines, I will be Nestlé-Free.