

# CARU<sup>®</sup> NEWS

Immediate Release

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## **FISHER PRICE PARTICIPATES IN CARU FORUM**

*CARU Finds Advertising for 'Aang and Appa' Toys Meets Safety Guidelines*

*New York, NY – March 20, 2007 –* The Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc., has determined that advertising for **Fisher Price** action figures Aang and Appa comply with CARU's *Self-Regulatory Guidelines for Children's Advertising*.

Broadcast advertising for the Aang and Appa toys – a boy and a bison featured in the animated television series Avatar – came to the attention of CARU, the children's advertising industry's self-regulatory forum, through routine monitoring of advertising directed to children.

The commercial, which aired during children's programming, featured live action and animation and depicted the propeller-equipped Aang figure launching from back of the Appa figure. Packaging for the actions figures includes the following: "WARNING: Do not aim at eyes or face." CARU, at the outset, questioned whether the commercial should also depict adult supervision.

Fisher Price argued that the toys had been engineered to meet or exceed global safety standards and requested that CARU defer to its safety and childhood development experts. CARU, in its decision, notes that the safety requirements cited by the do not address the need for adult supervision.

Following its review, CARU determined that children could operate the toy safely and without adult supervision and that the advertising did comply with CARU's *Guidelines*.

Fisher Price, in its advertiser's statement, said the company is pleased that CARU found that depiction of adult supervision in the advertising is not required.

*For a copy of the decision or for press inquiries, please contact Linda Bean, Director of Communications, 212-705-0129.*

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The National Advertising Review Council (NARC) was formed in 1971 by the Association of National Advertisers, Inc. (ANA), the American Association of Advertising Agencies, Inc. (AAAA), the American Advertising Federation, Inc. (AAF), and the Council of Better Business Bureaus, Inc. (CBBB). Its purpose is to foster truth and accuracy in national advertising through voluntary self-regulation. NARC is the body

that establishes the policies and procedures for the CBBB's National Advertising Division (NAD) and Children's Advertising Review Unit (CARU), as well as for the National Advertising Review Board (NARB).

NAD and CARU are the investigative arms of the advertising industry's voluntary self-regulation program. Their casework results from competitive challenges from other advertisers, and also from self-monitoring traditional and new media. The National Advertising Review Board (NARB), the appeals body, is a peer group from which ad-hoc panels are selected to adjudicate those cases that are not resolved at the NAD/CARU level. This unique, self-regulatory system is funded entirely by the business community; CARU is financed by the children's advertising industry, while NAD/NARC/NARB's sole source of funding is derived from membership fees paid to the CBBB. For more information about advertising self regulation, please visit [www.narcpartners.org](http://www.narcpartners.org).