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**Statement of Campaign for a Commercial-Free Childhood and Center for Digital Democracy on Comments filed with FTC regarding Endorsement Guides**

WASHINGTON, DC and BOSTON, MA—June 23, 2020—Advocacy groups Campaign for a Commercial-Free Childhood (CCFC) and the Center for Digital Democracy (CDD) filed [comments](#) on Monday in response to the FTC’s [request for public comment](#) on its Endorsement Guides.

Jeff Chester, Executive Director, Center for Digital Democracy:

"Influencer marketing should be declared an unfair and deceptive practice when it comes to children. The FTC is enabling so-called ‘kidfluencers,’ ‘brand ambassadors,’ and other ‘celebrity’ marketers to stealthily pitch kids junk food, toys and other products, despite the known risks to their privacy, personal health and security. Kids and teens are being targeted by a ‘wild west’ influencer marketing industry wherever they go online, including when they watch videos, play games, or use social media. It's time for the FTC to place the interests of America's youth before the manipulative commercial activities of influencers."

Josh Golin, Executive Director, Campaign for a Commercial-Free Childhood:

"The FTC’s failure to act has helped create an entire ecosystem of unfair and deceptive influencer marketing aimed at children. It’s past time for the Commission to send a strong message to everyone – platforms, brands, ad agencies and the influencers themselves – that children should not be targets for this insidious and manipulative marketing."

Angela J. Campbell, Director Emeritus of the Institute for Public Representation’s Communications and Technology Clinic at Georgetown Law, currently chair of CCFC’s Board, and counsel to CCFC and CDD:

"Influencer videos full of hidden promotions and sometimes blatant marketing have largely displaced actual programs for children. The FTC must act now to stop these deceptive and unfair practices."

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