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Campaign for a Commercial-Free Childhood

December 20, 2016

The Honorable Rick Snyder  
Governor of Michigan  
P.O. Box 30013  
Lansing, Michigan 48909

Dear Governor Snyder:

I am writing on behalf of Campaign for a Commercial-Free Childhood (CCFC) to respectfully request that you veto Senate Bill No. 953, a Bill to Amend the Highway Advertising Act of 1972 (SB 953).

CCFC works for the rights of children to grow up, and the freedom for parents to raise them, without being undermined by commercial interests. We advocate for policies to protect children from harmful marketing, and promote commercial-free time and space for kids.

SB 953 would allow digital billboards to be erected on public school property, subjecting vulnerable children to bright commercial advertising. Marketing does not belong on school grounds, where kids can't turn it off, and where products and services advertised have the implicit endorsement of the school or faculty. If you would like us to provide authority for the negative impacts upon children of having marketing in the school setting, please let me know.

These billboards would also pose a great danger to the safety of children and their families—distracting all passing drivers, including inexperienced teen students. Drivers and pedestrians would pay the price.

CCFC has hosted a petition allowing Michigan residents to urge lawmakers to reject SB 953. To date, 107 Michigan residents have signed the petition. Please see their names attached.

We respectfully urge you to put the welfare of children first, and veto SB 953.

Sincerely,

A handwritten signature in black ink, appearing to read 'Josh Golin'.

Josh Golin  
Executive Director  
Campaign for a Commercial-Free Childhood