

Katy Perry

An Open Letter to Katy Perry

Dear Katy Perry,

We, the undersigned public health organizations, write to you today to urge you not to market Pepsi to your young fans.

One out of every three American children and teens is overweight or obese—the science shows that drinking too much Pepsi, Coke, and other sugar drinks is a major cause of that. Each additional sugar drink consumed per day increases the likelihood of a child becoming obese by about 60 percent. Sugar drinks also increase the risks of diabetes, high blood pressure, and heart disease.

Virginia Slims and other tobacco brands used glamorous celebrities and models to position smoking as hip, sexy, and rebellious. Today soda companies are using you and other celebrities to convince young people that drinking soda is hip, sexy, and rebellious. That's certainly the case with Pepsi's promotions in connection with your concert film and forthcoming album. 'Drink Pepsi and you can be cool like Katy Perry' is the takeaway message for your young fans. 'Live for now'—and worry about the health consequences later.

Kids love you, Katy Perry. You count many millions of teens and tweens among your "KatyKats." Their devotion to you has brought you incredible commercial success and wealth. But being popular among children brings with it an enormous responsibility. Don't exploit that popularity by marketing a product that causes disease in your fans.

Please stop.

Sincerely,

