

**Mothers' Union**  
**believes children should be valued**  
**as children, not consumers**

Yet marketers target children's natural inexperience  
in order to reach the household purse



Our Bye Buy Childhood campaign  
aims to empower families to challenge  
the commercialisation and sexualisation  
of childhood through positive action

For more information  
[www.themothersunion.org](http://www.themothersunion.org)