



NEW YORK STATE SENATOR

Gustavo Rivera

Statement From State Senator Gustavo Rivera on the Scientific Study That Highlights the Benefits of the "Happy Meal" Bills

GUSTAVO RIVERA September 1, 2015

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"Not only does this study confirm that children will pick a healthier meal that is accompanied by toy when given the option, but it also highlights the nutritional shortfalls of the fast food our children are consuming. This scientific study highlights how the "Healthy Happy Meal" bill proposed by Councilmember Kallos has the potential to make these fast food meals that are targeted to kids healthier.

One of my legislative priorities in the State Senate has been to set statewide nutritional standards for meals that are accompanied by a toy. I commend and thank New York University for conducting this study, which will support our efforts to pass legislation in both the city and state that aims to set standards that will encourage our children to make healthy food choices without any misguided influence."

Link to Study: [http://www.ajpmonline.org/article/S0749-3797\(15\)00335-9/abstract](http://www.ajpmonline.org/article/S0749-3797(15)00335-9/abstract)

Link to Senator Rivera's "Happy Meal" Bill: <http://open.nysenate.gov/legislation/bill/S779-2015>

Link to Original Release: <http://benkallos.com/press-release/%E2%80%99Healthy-happy-meals%E2%80%9D-bill-be-introduced-nyc>

Link to Legislative Summary and Bill Text: <http://benkallos.com/legislation/introduction-442-2014-healthy-happy-meals>

Link to Daily News: <http://www.nydailynews.com/new-york/councilman-ben-kallos-set-stricter-standards-kids-meals-article-1.1909798>

Link to CBS: <http://newyork.cbslocal.com/2014/08/21/city-councilman-introduces-bill-to-ban-toys-in-kids-meals/>