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Opponents of the Sexualisation of Children Speak Out

Last week the National Council of Women (NCWNZ) launched a campaign against Cotton On calling for a boycott of the retail chain until they remove their line of offensive baby wear.

“Cotton On are using babies as advertising billboards for offensive slogans which sexualise children,” says Elizabeth Bang, NCWNZ National President.

Many other organisations and individuals have since come forward to voice their concern, endorse the campaign and oppose the sexualisation of children.

There are still those who don't see the bigger picture and believe that these slogans are just harmless fun. For example one critique that has been put forward is that babies can't read.

“Yes we all know that”, says Elizabeth Bang, “But siblings, friends of siblings, adults, and passers-by on the street can read.”

Premature sexualisation, according to the Australian Institute, carries a range of risks for children and affects all aspects of their development. It can lead to:

- Compromised development of a healthy body image
- Eating disorders
- Compromised sexual and emotional development
- Potential normalising and encouragement of paedophilic sexual desire for children

Other groups who have spoken out against this range of baby wear include:

- Family First NZ
- Family Planning
- Council of Jewish Women of New Zealand
- Auckland Women's Centre
- Vision Network of New Zealand
- The New Zealand Federation of Graduate Women
- The Women's Studies Association New Zealand
- Christchurch Women's Refuge
- Child Alert NZ (ECPAT)

Further Information:

Elizabeth Bang, National President
National Council of Women of New Zealand
Ph 04 473 7613
P O Box 12 117, Wellington
Email: oa@ncwnz.org.nz

"Women Influencing Policy"