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PRESS RELEASE

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PARENTS URGED TO STOP SEXING UP THEIR CHILDREN

The National Council of Women of New Zealand (NCWNZ) is urging parents with the onslaught of Labour Weekend sales to buy age appropriate items for their children in the run up to Christmas.

NCWNZ recently passed unanimously a resolution which opposes the sexualisation of children through production, marketing and retailing of children's products.

Recent overseas and New Zealand studies have found that the increasing sexualisation of children is harmful to both their mental and physical development; there is growing evidence of children having poor body image and low self-esteem.

"The increasing trend of sexualisation of children is detrimental to the well being of New Zealand's future generation of young people. Children, especially young girls are now being bombarded and encouraged by magazines, television, the internet and music videos to imitate the look of celebrities," National President, NCWNZ Christine Low said.

"We are now living in a society where it common to see girls as young as eight wearing make up and clothing inappropriate for their age. Parents shouldn't be afraid of being classed as "anti fun" or over protective when it comes to their children's long term well being," concluded Christine Low.

ENDS

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"Women Influencing Policy"